

Curtin Business School

**An Investigation into the Relationship between Tourism
Development and Extreme Poverty Alleviation in Rural Bangladesh**

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**This thesis is presented for the Degree of
Doctor of Philosophy
of
Curtin University**

September 2012

Declaration

To the best of my knowledge and belief this thesis contains no material previously published by any other person except where due acknowledgement has been made. This thesis contains no material which has been accepted for the award of any other degree or diploma in any university.

Signature:

Date:

Abstract

The declaration of the United Nations Millennium Development Goals (UN MDGs) in September 2000, the first of which is to eradicate extreme poverty by 2015, has reinforced the importance of poverty alleviation through tourism development. Central to the thesis was the development of an understanding of the nexus between tourism development and extreme poverty alleviation in the context of rural Bangladesh. Thus, the main research question was to identify how present and potential tourism development can contribute to the alleviation of extreme poverty in rural Bangladesh and the attainment of the UN MDGs.

The theoretical approach in this thesis was based on the critical theory, an approach that helped identify why rural poor and indigenous communities are excluded from tourism development benefits in Bangladesh. Selection of study sites and collection of data were important factors in compliance with the theoretical approach adopted in the thesis. Four study sites were selected in areas where most people live under extreme poverty, where farming and fishing are major means of their livelihood and where tourism appeared to be potentially viable.

Semi-structured interviews were the main data collection method adopted in the study. In addition, grey literature and observation helped the researcher find important information related to the study questions and a snowball sampling technique was applied in order to reach the research participants. As initial reference points, several government organisations, NTO, UNDP, USAID and private tourism organisations were selected as they were working currently for tourism development and poverty alleviation in the selected study sites. A total of 49 interviews are conducted, at which point interview information had reached a saturation stage. The responses of 48 interview participants were used in the thesis as one participant withdrew from the study and requested her responses not be used.

By means of an analytical approach, the interviews were transcribed and interview transcripts returned to participants for validation. Modifications were requested where participants thought they were necessary in order to ensure the validation of the original responses. Computer-assisted qualitative data analysis software (CAQDAS) NVivo 9 was used for coding and the development of themes and sub-

themes from the responses. Thematic maps evolved from the model explorer tools of NVivo 9 software were used in order to show the relationships between the main and sub-themes.

Numerous institutional barriers are documented that exclude the poor people and indigenous communities in rural areas from tourism development benefits and hence leave them trapped in extreme poverty. In realising the opportunities for the development of tourism, the roles and responsibilities of concerned organisations were identified. Finally, an integrated model is presented in order to demonstrate the identified nexus between tourism development and extreme poverty alleviation in the context of rural Bangladesh.

Evidence of exclusion of rural poor and indigenous communities confirmed they were being deprived of benefits that could accrue from involvement in tourism development. The dimensions of exclusion included economic, physical, cultural, political and social factors. The rural poor and indigenous people's means of livelihood are impacted on by such exclusions and, as a consequence, they remain trapped in extreme poverty. The research results confirm that, in order to empower the marginalised rural poor and indigenous communities, emphasis needs to be given to factors such as micro credit, infrastructure development, social services, human development, social networks and social capital. In this regard, the roles and networks of stakeholders such as government organisations, NGOs, NTO, international aid agencies, private tourism organisations and community leaders have been identified.

Finally, the research has demonstrated that it is possible for rural poor and indigenous communities to be included in tourism development processes, thereby gaining power, legitimacy and urgency for all stakeholders and alleviating extreme poverty in rural Bangladesh.

Dedication

With all my love to my dearest mother, the late Rokeya Khanam

Acknowledgements

I would like to express my heartfelt thanks to my esteemed supervisor, Prof. Jack Carlsen, for his enormous support, compassion, reinforcement, incisive criticism and professional wisdom. In fact, this course of my PhD would not be possible without his continuous and persistent guidance. Simultaneously, I express my sincere gratitude to my Associate Supervisor Dr. Laurie Dickie who has retired from during this my course of study, for his valuable comments, suggestions and insights that helped me enormously to improve my work in its present level. I need to express my deepest thanks to the initial Chairman of my thesis committee, Prof. Mohammed Quaddus and present Chairperson, Associate Professor Dr. Fay Rola-Rubzen

I deeply remember my father-in law Late Abdul Mazid who passed away in a tragic road accident in Saudi Arabia during my thesis journey. I always remember and acknowledge his invaluable mental support throughout this journey. May the Almighty rest his soul peace in heaven.

On a personal note, it wouldn't be possible for me to go on and complete this journey without the support and sacrifice of my family members. The enormous debt of gratitude is owed by my father who has been impatiently waiting to see me for a long time. I have to say sorry to the little angel, my daughter, Astha and my wife, Mousumi as it was quite impossible for me to complete this journey without their extreme sacrifice. I am indebted to my elder brothers, Ranzu and Salim and sister-in-laws Seema and Beauty and all other relatives who had gave tremendous personal support to me in this journey. I express my heartfelt thanks to Touhid and Afroja Khala.

Pursuing a PhD program wouldn't be possible without the generous companionship of other research fellows from my country here at Curtin. In this regard, my heartfelt thanks to my colleagues Mr. Atiq, Mr. Rabbanee, Mr. Mamun, Mr. Enayet, Mr. Riazi, Mr. Farid, Mr. Feroz, Mr. Azam, Mr. Zaman, Mr. Nasir, Mr. Robin, Mr. Munim, Mr. Monzur and Mr. Jahed for their cooperation.

Also, I genuinely acknowledge the most valuable contribution of the participants who agreed to be interviewed for spending their valuable time and the hospitality they offered. I would like to pass my sincere thanks to the three musketeers Arif,

Ema and Hasan as I couldn't have completed this thesis if they had not stood by me. Finally, I apologise to anyone whom I have overlooked here as there were many people that have contributed throughout my PhD journey.

List of Acronyms and Abbreviations

ADB	Asian Development Bank
ASA	Association for Social Advancement
AUSAID	Australian Agency for International Development
BESR	Bangladesh Economic Survey Report
BFD	Bangladesh Forest Department
BFRI	Bangladesh Forest Research Institute
BPC	Bangladesh Parjatan Corporation
BRAC	Bangladesh Rural Advancement Committee
CAQDAS	Computer Assisted Qualitative Data Analysis Software
CBN	Cost of Basic Needs
CBT	Community-Based Tourism
CDTP	Community Development Training Program
CHT	Chittagong Hill Tracts
CIDA	Canadian International Development Agency
CODEC	Community Development Centre
CWBMP	Coastal and Wetland Biodiversity Management Project
DANIDA	Danish International Development Agency
DCI	Direct Calorie Intake
DFID	Department for International Development
ESCAP	Economic and Social Commission for Asia and the Pacific
ETZ	Exclusive Tourist Zone
FD	Forest Department
FEI	Food Energy Intake
GDP	Gross Domestic Product
GEF	Global Environment Facility
GoB	Government of Bangladesh
HIES	Household Incomes and Expenditure Surveys
ICDP	Integrated Community Development Program
IDF	International Development Fund
IFAD	International Fund for Agricultural Development
IIED	International Institute for Environment and Development

I-PRSP	Interim Poverty Reduction Strategy Paper
IRG	International Resources Group
IUCN	International Union for Conservation of Nature
JICA	Japan International Cooperation Agency
LNP	Lawachara National Park
MACH	Management of Aquatic Ecosystems through Community Husbandry
MDGs	Millennium Development Goals
NAB	Ngo Affairs Bureau
NACOM	Nature Conservation Management
NGO	Non-Governmental Organisation
NGOAB	Non-government Organisations Affairs Bureau
NHTTI	National Hotel and Tourism Training Institute
NORAD	Norwegian Agency for Development
NTO	National Tourism Organisation
NTP	National Tourism Policy
ODI	Overseas Development Institute
PPT	Pro-Poor Tourism
RDRS	Rangpur Dinajpur Rural Service
SMMEs	Small, Medium and Micro Enterprises
SNP	Satchari National Park
ST-EP	Sustainable Tourism for the Elimination of Poverty
TOAB	Tour Operators' Association of Bangladesh
T&T	Travel and Tourism
UN	The United Nations
UNDP	United Nations Development Program
UNESCO	United Nations Educational, Scientific and Cultural Organization
UNICEF	United Nations Children's Emergency Fund
UNWTO	United Nations World Tourism Organization
USAID	United States Agency for International Development
WB	The World Bank
WCED	World Commission on Environment and Development
WFP	World Food Programme

Table of Contents

Declaration.....	i
Abstract.....	ii
Dedication	iv
Acknowledgements	v
List of Acronyms and Abbreviations	vii
Table of Contents	ix
List of Tables	xxi
List of Figures.....	xxii
Thesis Related Publications	xxiii
CHAPTER ONE Introduction.....	1
1.1 Thesis Background.....	1
1.2 Theoretical Foundation of the Thesis.....	3
1.3 Selection Criteria of Study Sites	7
1.4 Study Sites	10
1.4.1 Study Site 1: Sonargaon, Folk Art and Crafts Tourism	10
1.4.2 Study Site 2: Sylhet Region, Nature-based Tourism	12
1.4.3 Study Site 3: Cox’s Bazar-Beach Tourism	20
1.4.4 Study Site 4: Bandarban-Indigenous Tourism	25
1.5 Thesis Objectives and Questions	27
1.6 Thesis Methodology.....	28
1.7 Significance of the Thesis	30
1.8 Thesis Organisation	31
CHAPTER TWO Literature Review	35
2.1 Introduction.....	35
2.1.1 Tourism	36
2.1.2 Poverty and Extreme Poverty	38
2.1.3 Rural Extreme Poverty in Bangladesh.....	39
2.2 Social Exclusion and Rural Extreme Poverty	40
2.3 Pro-poor Tourism and Rural Extreme Poverty Alleviation	46
2.4 Anti-Poverty Tourism and Rural Extreme Poverty Alleviation.....	49
2.5 Linking Tourism and Rural Extreme Poverty.....	53
2.5.1 Protected Areas, Tourism and Rural Extreme Poverty Alleviation	55
2.5.2 Handicrafts, Tourism and Rural Extreme Poverty Alleviation	58
2.5.3 Agriculture, Tourism and Rural Extreme Poverty Alleviation	59

2.6 Relevant Theories	60
2.6.1 Stakeholder Typology and Salience, Tourism and Rural Extreme Poverty Alleviation.....	60
2.6.2 Social Exchange, Tourism and Rural Extreme Poverty Alleviation.....	66
2.6.3 Social Network, Tourism and Rural Extreme Poverty Alleviation.....	69
2.7 Proposed Conceptual Research Framework.....	71
CHAPTER THREE Research Methodology	75
3.1 Introduction.....	75
3.2 Paradigmatic Approach.....	75
3.2.1 Positivist Paradigm	76
3.2.2 Post-positivist Paradigm	77
3.2.3 Critical Theory Paradigm.....	78
3.3 Methodological Considerations	82
3.3.1 Selection of Stakeholder Organisations	83
3.3.2 Description of the Stakeholders	84
3.3.2.1 Nishorgo Support Project.....	86
3.3.2.2 International Resources Group.....	86
3.3.2.3 International Union for Conservation of Nature	87
3.3.2.4 Community Development Centre	88
3.3.2.5 Nature Conservation Management.....	88
3.3.2.6 Rangpur Dinajpur Rural Service.....	89
3.3.2.7 Micro Lending Projects of Local and National NGOs.....	90
3.3.2.8 Non-government Organisations Affairs Bureau	90
3.3.2.9 The Grameen Bank	90
3.3.2.10 Bangladesh Rural Advancement Committee	91
3.3.2.11 Association for Social Advancement.....	91
3.3.3 Relevant Projects.....	92
3.3.3.1 Handicraft Training Projects of International NGOs	92
3.3.3.2 Capacity Development Project of the UNDP.....	93
3.3.3.3 Motel and Restaurants of the NTO	94
3.3.3.4 Folk Art and Crafts Foundation and & Cultural Department of Bangladesh Government.....	95
3.4 Qualitative Information Collection Stages.....	96
3.4.1 Identifying Participants	96
3.4.2 Gaining Access to Study Sites and Participants.....	96
3.4.3 Initial Contacts	97

3.4.4 Identifying Other Stakeholders	98
3.4.5 Identifying Initial Reference Points	99
3.4.6 Research and Interview Questions	100
3.4.7 Information Collection Techniques.....	101
3.4.7.1 Conducting the Pre-Test.....	102
3.4.7.2 Review of Documents	103
3.4.7.3 Interviews.....	104
3.4.7.4 Information Saturation	106
3.4.7.5 Direct Observation	107
3.4.8 Research Ethics	108
3.5 Validity and Reliability	110
3.6 Chapter Summary	113
CHAPTER FOUR Analytical Approach	115
4.1 Introduction.....	115
4.2 Field Work	115
4.2.1 Demographic Characteristics of the Participants	117
4.3 Analytical Approach	120
4.3.1 Overall Understanding	121
4.3.2 Transcribing	122
4.3.3 Coding and Theme Development	123
4.3.4 Summary of the Key Themes and Sub-themes	126
4.3.5 Thematic Maps.....	136
4.6 Chapter Summary	136
CHAPTER FIVE Thesis Findings.....	138
5.1 Barriers for Tourism Development in Rural Bangladesh	138
5.1.1 Insufficient Infrastructure	138
5.1.2 Lack of Tourism Knowledge	141
5.1.3 Lack of Networking between Tourism Organisations	142
5.1.4 Unplanned Tourism Development	142
5.1.5 Coordination Problems between Tourism Organisations.....	143
5.1.5.1 Coordination Problem between Government and Private Organisations.....	144
5.1.5.2 Lack of Coordination between Government Organisations	144
5.1.5.3 Fragmented Tourism Activities	144
5.1.5.4 Absence of Knowledge Sharing.....	145
5.1.6 No Consideration of Sustainability	145
5.1.7 Failure of Proper Monitoring and Control	146

5.1.8 Dominance in Tourism.....	146
5.1.8.1 Dominance of Wealthy Entrepreneurs.....	146
5.1.8.2 Dominance of Intermediaries.....	147
5.1.9 Dependence on Government.....	148
5.1.10 Problems Related to Tourism Policy and Implementation.....	149
5.1.10.1 Tourism Policy and Law.....	149
5.1.10.2 Control of Tour Operators.....	150
5.1.11 Lack of Tourism Planning Experts.....	150
5.1.12 Rural Handicrafts and Tourism.....	150
5.2 Tourism Development Prospects in Rural Bangladesh.....	151
5.2.1 Tourism Development in Selected Areas.....	151
5.2.2 Initiatives of Small and Micro Entrepreneurs.....	153
5.2.3 Participation of Rural People in Tourism Development.....	154
5.2.4 Opportunity for Niche Tourism.....	154
5.2.4.1 Students as Tourists.....	154
5.2.4.2 Researchers as Tourists.....	155
5.2.4.3 Opportunity for Developing NGO Tourism.....	156
5.2.4.4 Prospect for Handicrafts and Handmade Garments.....	156
5.3 Links between Stakeholders.....	158
5.3.1 Link between Government Tourism-Related Organisations.....	158
5.3.2 Link between NTO and Local Governments.....	162
5.3.3 Links between NGOs and Private Tourism Organisations.....	162
5.3.4 Links among the UNDP, NGOs and NTO.....	163
5.3.5 Link between Government and Private Tourism Organisations.....	164
5.3.5.1 NTO's Role in Linking Private and Public Tourism Organisations.....	164
5.3.5.2 Perception Problem in Public-Private Relationships.....	165
5.3.5.3 Training in Network and Relationship Building.....	166
5.3.6 Links between Private Tourism Organisations.....	167
5.3.6.1 Tourist Demand as a Driver for Personal Relations.....	167
5.3.6.2 Role of Private Tourism Organisations for Creating Business Relationships.....	167
5.3.6.3 Reciprocal Relationships and Tourism Business.....	168
5.3.7 Barriers for Relations between Private Tourism Organisation.....	168
5.3.7.1 Profit Motive.....	168
5.3.7.2 Links between Private Organisations.....	169
5.3.7.3 Absence of Relations with Eco Cottages.....	170

5.3.8 Linking Tour Operators	170
5.3.9 Long Term Relation and Business Opportunity.....	171
5.3.10 Reliance of Tourism-Related Private Organisations.....	172
5.4 Present Relationships Not Benefitting the Poor.....	172
5.4.1 Absence of Poverty Agenda.....	173
5.4.2 Exploitation of Manpower	173
5.4.3 Increased Cost of Living	175
5.4.4 Inadequate Support in Health and Sanitation.....	175
5.4.5 Many Discussions but Least Action.....	176
5.4.6 Tourism Organisation's Perception Problem.....	176
5.4.7 Limited Scope for Mass Rural Poor.....	177
5.4.8 Linkages between Tourism Organisations and Rural Poor.....	178
5.4.9 Tourism's Impact on Rural Poor.....	179
5.4.10 Absence of Tourism Approaches	179
5.4.10.1 Considering Rural Areas for Tourism.....	180
5.4.10.2 Need to Decentralise Tourism.....	180
5.4.10.3 Implementing Government Policy	181
5.4.10.4 Absence of Coordinated effort.....	181
5.4.11 Inadequate Role of Cultural Institutes.....	182
5.4.12 Prospects for Benefit.....	182
5.4.12.1 Government NGO Coordinated Effort.....	182
5.4.12.2 Building Social Capital to Benefit Poor.....	183
5.4.12.3 Joint Effort by NGOs and the UNDP Benefiting Poor	184
5.4.13 Increased Benefits from Direct Linkages.....	185
5.4.13.1 Handicrafts as Income Source.....	186
5.4.13.2 Host Culture to Supplement Income	187
5.4.13.3 Using Labour Market	187
5.4.13.4 Traditional Culture as Income Source.....	188
5.4.14 Small Business Opportunity for Rural poor.....	189
5.4.15 New Industry and Employment Opportunity.....	189
5.4.16 Improved Living Standard	190
5.5 Organisations with Key Roles for Tourism Development and rural Extreme Poverty Alleviation.....	190
5.5.1 Role of NTO in Exploring New Tourism Destination	191
5.5.2 Role of NTO for Nature-based Ecotourism Development.....	191
5.5.3 Role of the Archaeological Department.....	193

5.5.4 Role of Private Tourism Organisations.....	194
5.5.5 Role of NTO for Training Tour Guides.....	194
5.5.6 Role of NTO and Government Organisation for Awareness Building.....	195
5.5.7 Infrastructure Development by the Government Departments.....	195
5.5.8 Rural People’s Perception about Government Organisations.....	196
5.5.9 Role of Government Organisation for Education.....	196
5.5.10 Role of Government Banks for Micro Credit in Tourism as a Priority Sector .	197
5.5.11 Role of International Organisations.....	198
5.5.11.1 UNDP.....	198
5.5.11.2 UNWTO.....	199
5.5.11.3 ADB.....	200
5.5.11.4 The United Nations Children's Fund.....	200
5.5.12 Role of NGOs.....	201
5.5.12.1 Health, Sanitation and Drinking Water.....	201
5.5.12.2 Micro Credit.....	201
5.5.12.3 Training.....	202
5.5.12.4 Human and Social Capital.....	203
5.5.13 Role of Media.....	204
5.5.14 Role of Rural Elected Representatives and Political Leaders.....	205
5.5.15 Role of Private Tourism Organisations.....	205
5.5.16 Government NGO Joint Training Programme.....	206
5.5.17 Government, NGOs and International Organisations.....	206
5.5.18 Integration Problem.....	207
5.5.19 Joint Initiative Problem.....	208
5.5.20 Joint Business Operation Due to Land Regulations.....	208
5.6 Sole/Joint Programs for Tourism Development/Poverty Alleviation.....	209
5.6.1 Joint programs of UNDP, NGO and Community Leaders.....	209
5.6.1.1 Community Involvement Programme.....	209
5.6.1.2 Capacity Development Programs.....	210
5.6.1.3 Preserving Indigenous Language and Culture.....	210
5.6.1.4 Rural Agriculture and Biodiversity Conservation.....	212
5.6.1.5 Alternative Income Generation (AIG) Opportunities.....	213
5.6.1.6 Need to Extend Programs.....	213
5.6.1.7 Social Capital of the Indigenous Communities.....	214
5.6.1.8 Education Facilities for Rural Children.....	214
5.6.2 Joint Role of Government and NGOs.....	215

5.6.2.1 Training on Handicrafts	215
5.6.2.2 Explore Markets for Handicrafts.....	215
5.6.2.3 Training Needed for Other Areas.....	216
5.6.2.4 Infrastructure Development and Training	216
5.6.2.5 Alternative Income Generation (AIGs) Opportunities for Rural Poor.....	217
5.6.2.6 Linking Handicrafts in National Markets	217
5.6.3 Joint programs of NTO, Local Administration and Private Organisations.....	218
5.6.3.1 Rehabilitation of Poor Hawkers and Women.....	218
5.6.4 Government Organisation-Community Leader Joint Training Programme.....	219
5.6.5 Individual Role of NGOs	219
5.6.5.1 AIGs for Rural Poor	219
5.6.5.2 Creating Favourable Environment for Women Working Opportunity	220
5.6.5.3 Creating Working Scopes for Rural Women	220
5.6.6 Individual Role of Bangladesh Folk Arts and Crafts Foundation.....	221
5.6.6.1 Creating Scopes and Opportunities for Poor Rural Craft persons	221
5.6.6.2 Linking Rural Crafts with Tourism.....	222
5.6.7 Individual Role of National Tourism Organisation (NTO).....	222
5.6.7.1 Employment Opportunity	222
5.6.7.2 No Particular Programme for Poverty Alleviation.....	223
5.6.7.3 Human Resource Development	223
5.6.7.4 Inadequate Resource to Help Rural Poor	224
5.6.7.5 Rural Employment	224
5.6.7.6 Lack of Knowledge by the NTO Officials.....	224
5.6.7.7 Satellite Training Course	225
5.6.8 Individual Role of Government Cultural Department.....	225
5.6.8.1 Limited Scope for the Rural Poor	225
5.6.9 Role of ADB for Power Supply Project in Rural Areas.....	226
5.6.10 Role of Elected Members.....	226
5.6.11 Role of Indigenous Community Leaders	227
5.6.11.1 Promoting Indigenous Culture and Tradition	227
5.6.11.2 Community Leader as a Motivator	228
5.6.11.3 Programs Need Support	228
5.6.12 Role of Private Tourism Organisations.....	229
5.6.12.1 Business is Primary Motive	229
5.6.12.2 Opportunity for Rural People.....	229
5.6.12.3 Private Organisations and Corporate Social Responsibility	230

5.6.13 Role of Civil Society.....	230
5.6.13.1 Awareness Building	230
5.6.13.2 Motivating Rural People for AIGs.....	231
5.6.13.3 Indigenous Tourism	231
5.6.14 Joint Role of UNDP, NGO and Forest Research Institute	232
5.7 Present Networks for Each Programme and Networks Desirable for Tourism Development and Poverty Alleviation.....	233
5.7.1 Personal Networks	233
5.7.1.1 Formation of Village Committee for Network Development	233
5.7.1.2 Building Social Capital through Village Committees.....	235
5.7.1.3 Farmers’ Field School for Rural Network	235
5.7.1.4 Mobilizing Indigenous Community for Small Micro Tourism Businesses .	236
5.7.1.5 Using Influence of Elected Members in Organising Rural people	236
5.7.1.6 Centralized Government Resources.....	237
5.7.1.7 Relation between NTO and Private tourism Organisations	237
5.7.1.8 Relation between the Ministries.....	238
5.7.1.9 Rural Craft Persons, Folk Artists and Government Organisation Relations	239
5.7.1.10 Relation between Private and Government Tourism Organisations	239
5.7.1.11 Media as a Catalyst for Network Development	240
5.7.1.12 Favour from the Government for Tourism Development	241
5.7.2 Political Network	241
5.7.2.1 Polarization of Government Tourism Programs	241
5.7.2.2 Land Dispute.....	242
5.7.2.3 Need for Exclusive Tourist Zone	242
5.7.2.4 Political Pressure.....	243
5.7.2.5 Support of Local Political Leaders.....	244
5.7.2.6 Support of Multinational Companies	244
5.7.2.7 Effect of Political Change on Government Tourism Programs	245
5.7.3 Financial Network.....	245
5.7.3.1 Dependent on Donors.....	245
5.7.3.2 Condition by the Donors for Financial Support.....	246
5.7.3.3 Financial Network of UNDP.....	247
5.7.3.4 Micro Credit from NGOs and Banks	247
5.7.3.5 Expansion of Business	248
5.7.3.6 Need More Credit Support From NGOs	248
5.7.3.7 Non-Financial Support.....	249

5.7.3.8 Government Financial Support for Tourism Programs.....	250
5.7.3.9 Bureaucratic Complexity for Raising Fund	250
5.7.3.10 Self Dependency and Tourism as Source of Fund	251
5.7.3.11 Personal Investment	251
5.7.3.12 Special or Priority Sector for Financial Network.....	252
5.7.3.13 Tourism as a Refinancing Sector	252
5.8 Barriers that Exclude the Rural People of Bangladesh from Tourism Development Benefits	253
5.8.1 Inadequate Government Support	253
(Interview No. 08, Personal Communication, 06/03/2010)	255
5.8.1.1 Absence of Joint Effort by NGOs and NTO	255
5.8.1.2 Centralized Government Institutes.....	256
5.8.2 Inadequate Support from the NGOs and Banks.....	256
5.8.2.1 Insufficient Financial Support.....	256
5.8.2.2 Interest Rate and Conditions	258
5.8.2.3 Integration Problem between NGOs and Government Projects.....	259
5.8.3 Dominance in Tourism.....	260
5.8.3.1 Presence of Many Intermediaries.....	260
5.8.3.2 Rich People from Other Areas	261
5.8.3.3 No Organised Market for the Rural Poor	261
5.8.4 Awareness Problem of the Rural People.....	262
5.8.5 Problems Related to Rural Handicrafts.....	264
5.8.5.1 Power Supply and Women Working Opportunity	264
5.8.5.2 Inadequate Technical Support.....	265
5.8.5.3 Rural Tradition as a Barrier	265
5.8.5.4 Inadequate Training	266
5.8.6 Role of Elected Representatives	266
5.8.7 Traditional Agriculture as Barrier for Education	267
5.8.7.1 Absence of Integrated Effort.....	267
5.8.7.2 Unwillingness to Shift from Traditional Agriculture.....	268
5.9 Chapter Summary	268
CHAPTER SIX Discussion of Findings	270
6.1 Introduction.....	270
6.2 Tourism Development Barriers.....	270
6.2.1 Need for Adequate Infrastructure.....	270
6.2.2 Unplanned Development.....	271

6.2.3 Information Sharing among Stakeholders.....	273
6.2.4 Perception Problem and Conflict among Stakeholders.....	274
6.2.5 Linking Rural Crafts and Tourism.....	275
6.2.6 Policies and Programs.....	276
6.3 Prospects for Tourism Development in Rural Bangladesh.....	277
6.4 Links among Tourism-Related Organisations	278
6.4.1 Government Organisations	279
6.4.2 NGOs and Private Tourism Organisations.....	280
6.4.3 UNDP, NGOs, NTO and Government Organisations.....	281
6.5 Institutional Barriers	284
6.5.1 Centralised Government Tourism Organisations.....	285
6.5.2 Limited Scope for Alternative Income Generation.....	285
6.5.3 Dominance of Wealthy Elites and the Intermediaries.....	287
6.5.4 Micro Credit for the Rural Poor.....	288
6.5.5 Awareness Building amongst the Rural Poor	289
6.5.6 Training and Education for the Rural Poor.....	290
6.5.7 Social Capital for the Rural Poor	291
6.6 Integrated Model of Tourism Development and Rural Extreme Poverty Alleviation.....	292
6.6.1 Working of the Model.....	293
6.6.2 Marginalised Groups and Forms of Exclusion.....	296
6.6.2.1 Economic Exclusion	296
6.6.2.2 Physical Exclusion	297
6.6.2.3 Cultural Exclusion.....	297
6.6.2.4 Political Exclusion	298
6.6.2.5 Social Exclusion.....	299
6.6.3 Empowering the Marginalised Groups	300
6.6.3.1 Micro Credit.....	300
6.6.3.2 Infrastructure Development	301
6.6.3.3 Services.....	301
6.6.3.4 Human Development	302
6.6.3.5 Social Network.....	303
6.6.3.6 Social Capital	304
6.6.4 Stakeholder Roles	305
6.6.4.1 NGOs	305
6.6.4.2 Government Organisations	307
6.6.4.3 International Aid Agencies	308

6.6.4.4 Private Tourism Organisations.....	309
6.6.4.5 Community Leaders.....	310
6.6.5 Participation of Marginalised Groups in Tourism	311
6.7 Chapter Summary	312
CHAPTER SEVEN Conclusion.....	314
7.1 Introduction.....	314
7.2 The Roles of Stakeholders	314
7.3 Reasons for Exclusion.....	320
7.4 Overcoming Barriers through Stakeholder Collaboration	325
7.5 Thesis Limitations.....	328
7.6 Future Research Directions.....	331
7.7 Chapter Summary	332
References.....	334
APPENDIX A.....	361
Objectives of National Tourism Policy of Bangladesh Declared in 1992	361
APPENDIX B	362
Introductory Letter to the Organisational Heads.....	362
APPENDIX C	363
Response from an Organisation Head.....	363
APPENDIX D.....	364
In-depth Interview Questions.....	364
APPENDIX E	365
Formal Letter Explaining Interview Objectives and Related Issues.....	365
APPENDIX F.....	366
Consent Form for Interviewees.....	366
APPENDIX G.....	367
Letter of One of the Interviewees on Verifying Transcript.....	367
APPENDIX H.....	368
Signed Consent Form of the UNDP Official	368
APPENDIX I	369
Signed Consent Form of an Interviewee.....	369
APPENDIX J	370
Interview Transcripts in Internal Source Folder of NVivo	370
APPENDIX K.....	371
Answers to Interview Questions in Node Form.....	371
APPENDIX L	372

Codes and NVivo Generated Coding Stripes.....	372
APPENDIX M	373
Thematic Map of Barriers Excluding Rural Poor and Indigenous Communities from Tourism Benefits.....	373
Appendix N.....	374
Research Participant’s Opinion on Applicability of the Thesis Findings in Bangladesh	374
APPENDIX O.....	375
Description of Organisational Respondents.....	375
APPENDIX P.....	376
Description of Community Respondents	376

List of Tables

Table 1.1: Selection Criteria of Study Sites	9
Table 1.2: Number of visitors in Bangladesh Folk Art and Crafts Foundation	11
Table 2.1: Comparison of Poverty, Deprivation and Social Exclusion	42
Table 2.2: Change in Perspective from Poverty to Social Exclusion.....	42
Table 2.3: Arenas and Elements of Social Exclusion	44
Table 2.4: Dimensions of Social Exclusion in Developing Country Context.....	45
Table 2.5: Pro-poor Tourism Strategies	47
Table 2.6: Factors that Constrain or Facilitate Progress in PPT	48
Table 2.7: Benefits of Networks to Building Profitable Tourism Destinations	70
Table 3.1: Basic Beliefs of Alternative Inquiry Paradigms	76
Table 3.2: Methodological Approach of Critical Theory.....	82
Table: 3.3 Stakeholders Selected in the Study Sites	85
Table 3.4: Demographic Description of Five Pre-test Research Participants	103
Table 4.1: Field Work and Interview Schedule	116
Table 4.2: Selected Socio-Demographic Characteristics of the Participants	117
Table 4.3: Interview of Rural Poor and Indigenous Community Members.....	118
Table 4.4: Interview of Organisational Heads and Project Staffs.....	119
Table 4.5: Codes Applied to Extract Responses from Interviews.....	125
Table 4.6: Key Theme - Tourism Development in Rural Bangladesh.....	129
Table 4.7: Key Theme-Relation among Key Organisations	130
Table 4.8: Key Theme-Present Relations Benefitting Rural Poor	131
Table 4.9: Key Themes- Institutional Exclusion for the Rural Poor for Inclusion in Tourism	131
Table 4.10: Key Themes-Organisations' Role for Tourism Development and Poverty Alleviation.....	132
Table 4.11: Key Theme-Joint Programs for Tourism Development and Poverty Alleviation	133
Table 4.12: Key Theme-Sole Programs for Tourism Development and Poverty Alleviation	134
Table 4.13: Present and Future Networks for Inclusion Rural Poor in Tourism Development	135

List of Figures

Figure 1.1: Map of Bangladesh Study Sites.....	8
Figure 1.2: Study Site Map of Sonargaon, Narayanganj District	10
Figure 1.3: Study Site Map of Moulvi Bazar and Habiganj Districts.....	12
Figure 1.4: Community-based National Park Management at LNP and SNP.....	15
Figure 1.5: Management of Aquatic Ecosystems through Community Husbandry (MACH), USAID	18
Figure 1.6: Tourist Attractions of Cox’s Bazar.....	201
Figure 1.7: Map Saint Martin Island.....	22
Figure 1.8: Saint Martin Island	23
Figure 1.9: Buddhist Pagoda at Ramu	24
Figure 1.10: Adinath Shiva Temples of Maheshkhali, Cox’s Bazar.....	24
Figure 1.11: Map of Study Site 4, Bandarban.....	25
Figure 1.12: Thesis Organisation.....	32
Figure 2.1: Organisation of Literature Review Chapter.....	36
Figure 2.2: An Integrative Framework for Anti-poverty Tourism Research.....	50
Figure 2.3: Three Pathways of Tourism Benefits for the Poor	53
Figure 2.4: Stakeholder Typology and Saliency Model.....	61
Figure 2.5: Conceptual Research Framework - Tourism and Rural Extreme Poverty Alleviation.....	72
Figure 4: Interactive Model of Data Analysis.....	120
Figure 5.1: Barriers to Tourism Development in Rural Bangladesh	140
Figure 5.2: Thematic Map of Tourism Development Prospects in Rural Bangladesh	152
Figure 5.3: Links among Tourism and Related Stakeholders	159
Figure 5.4: Relations between Tourism Organisations Benefitting Rural Poor.....	174
Figure 5.5: Organisations’ Roles for Tourism Development and Rural Extreme Poverty Alleviation.....	192
Figure 5.6: Thematic Map of Sole or Joint Programs on Tourism Development and Poverty alleviation.....	211
Figure 5.7: Present and Expected Networks between Tourism and Related Organisations	234
Figure 5.8: Thematic Map of Barriers that Prevent the Poor Getting Involved in Tourism	254
Figure 6: Integrated Model of Tourism Development and Rural Extreme Poverty Alleviation	295

Thesis Related Publications

Refereed Journal Publication

Islam, F., and J. Carlsen. 2012. Tourism in Rural Bangladesh: Unlocking Opportunities for the Poverty Alleviation? *Tourism Recreation research* 37 (1): 37-45.

Refereed Conference Papers

Islam, M. F., and J. Carlsen. 2011. *CAUTHE, 8-11 February 2011: Protected Areas, Tourism Development and Poverty in Bangladesh*. Adelaide, South Australia: University of South Australia.

Islam, M. F., and J. Carlsen. 2010. *4th Asian Business Research Conference. 23-24 December 2010: Tourism and Rural Poverty in Bangladesh: Unlocking Opportunities for the Poor*. Dhaka, Bangladesh.

CHAPTER ONE

Introduction

1.1 Thesis Background

The nexus between tourism development and poverty alleviation has received increasing academic interest over the last three decades (Carbone 2005; Chok, Macbeth, and Warren 2007; Ferguson 2007; Harrison 2008; Harrison and Schipani 2007; Manyara and Jones 2007; Manyara, Jones, and Botterill 2006; Scheyvens 2007; Spenceley and Goodwin 2007; Zhao and Ritchie 2007; Zeng and Ryan 2012). de Kadt's (1979) seminal publication, *Tourism: Passport to Development*, has helped generate substantial academic interest in this regard (Goodwin 2008; Hawkins and Mann 2007; Xiao and Smith 2006). The United Nations World Tourism Organisations (UNWTO) has developed a global agenda for the support of tourism development as an approach for poverty alleviation in developing countries (Ferguson 2007; Goodwin 2008; Harrison 2008; Zeng and Ryan 2012; Zhao and Ritchie 2007). The declaration of the United Nations Millennium Development Goals (UN MDGs) in September 2000, the first of which is to eradicate extreme poverty and hunger with a deadline of 2015, has further reinforced the agenda of poverty alleviation through tourism development (Hall 2007; Harrison 2008; Noakes and Carlsen 2013; Saarinen, Rogerson, and Manwa 2011; Scheyvens 2011).

However, despite increasing academic interest in tourism development and poverty alleviation, there is lack of research evidence in support of the claims that tourism development benefits the poor (Chok, Macbeth, and Warren 2007; Deller 2010). Moreover, the extent to which tourism development contributes to poverty alleviation in the developing countries remains unknown (Christie 2002; Scheyvens 2009). Researchers have argued that research into tourism development and poverty alleviation has been fragmented or limited in scope (Simpson 2008; Zhao and Ritchie 2007). Harrison (2008) argues that the study of the tourism development and poverty alleviation relationship is distinctive neither theoretically nor in terms of research methods.

Furthermore, study of the nexus between tourism development and poverty alleviation requires both a theoretical base and an appropriate methodology. The

study of tourism development and poverty alleviation is context specific, and in rural areas tourism development is quite different than that of urban areas (Amato and Zuo 1992; Shaw and Williams 1994). According to Simpson (2008, p. 240):

The limited amount of critical debate combined with a lack of primary research and the use of methodologies that are inadequate and extremely difficult to replicate has led to calls for an elementary reassessment of the interrelationships between tourism development, rural livelihood and poverty reduction.

Thus, study of the nexus between tourism development and poverty alleviation should be conducted discretely, whilst adopting an appropriate theoretical paradigm and employing reliable, valid and replicable research methods appropriate to each context. According to a report by the International Fund for Agricultural Development (IFAD) of rural poverty, at least 70% of the world's extreme poor live in rural areas (IFAD 2010). In the developing countries 3.1 billion people or 55% of total population live in rural areas (IFAD 2010). In the South Asian countries, 45% of the rural poor live on less than \$1.25 a day, a level that is considered as extreme poverty by the World Bank (The World Bank 2009). The livelihood of these rural poor people is predominantly based on agriculture (Vorley 2002). Moreover, the nature of rural poverty is widespread and the major causes are unemployment and associated lack of access to finance, land and limited income opportunities, education and human capabilities (Commins 2004; IFAD 2010). Moreover, agricultural producers in rural areas are often denied a fair price for their produce as they cannot access the markets directly due to underdeveloped transport infrastructure (IFAD 2010). Also, access to the natural resources such as water and productive land is restricted by the government and the situation becomes even worse (Brandon and Wells 1992; IFAD 2010).

Bangladesh, as a small country of 147,570 square kilometres in South Asia, is the ninth most densely populated country in this world (BBS 2011; UN 2002). According to the Population and Housing Census Report of 2011, the total population of Bangladesh is about 142 million (BBS 2011). The average per capita income in Bangladesh is US\$ 520 (BESR 2007) and around 40% of the total population live in poverty, 25% in extreme poverty. These people do not benefit from economic growth and are deprived or excluded from the basic services such as health, education, sanitation, nutrition and pure drinking water (Holmes et al. 2008).

Despite the fact that the majority of the country's population lives in rural areas, 60% of the rural population are landless while a small number of substantial landowners are dominating the rural economy as landlords, money lenders and businessmen (Ullah and Routray 2007). In Bangladesh rural people have limited income generation options outside of the traditional agriculture, for example, trade, business and services (Nargis and Hossain 2006; Ullah and Routray 2007). In addition, limited access to the financial services such as banks for credit has restricted income generation activities such as production of handicrafts, establishment of small and micro businesses producing fruits, vegetables, poultry, livestock and fish (Chowdhury, Ghosh, and Wright 2005). Lack of market power forces the rural people to sell their agricultural products and handicrafts to intermediaries at a price much lower than could be obtained directly in the market (Chowdhury, Ghosh, and Wright 2005; Goetz and Gupta 1996). As a consequence, rural people are excluded from economic opportunities present in the market economy, and remain trapped in extreme poverty (Chowdhury, Ghosh, and Wright 2005).

However, tourism can be an effective means of rural poverty alleviation in Bangladesh provided the rural people's access is ensured (Hall and Page 2000; Islam and Carlsen 2012). The study sites selected for this thesis are rural areas that have tourism potential, but poverty alleviation through tourism development is still in its infancy. In some study sites, the rural poor people can access tourists directly with their handicrafts and agricultural produce in the market. In the study sites that include protected areas there is potential for ecotourism development and the rural and indigenous people can be involved in tour guiding. Rural and indigenous people can also become involved in tourism development in terms of self-employment through accommodation, restaurants and retail stores selling local food, fruits and drinks. The potential for small and micro tourism businesses to provide a means for rural people to escape from extreme poverty is the focus of this thesis.

1.2 Theoretical Foundation of the Thesis

The relationship between tourism development and poverty alleviation is a complex topic that requires appropriate research methodology in order to understand the phenomenon (Scheyvans 2007; Tribe 2008). Compliance with reliable, valid and replicable research methods and adoption of an appropriate theoretical paradigm is

necessary in order to understand the underlying reality of the phenomenon (Jamal and Everett 2004). In this regard, the research context is a crucial factor that shapes the issue(s) being investigated (Riley and Love 2000). The context of this thesis is tourism development and poverty alleviation in rural areas of Bangladesh where rural and indigenous people are currently excluded from the benefits of tourism development.

Researchers have tried to understand tourism's relationship with marginalised groups from both positivist and interpretive social science paradigms (Deller 2010; Simpson 2008). Positivist research concentrates on quantitative data and facts that are verifiable (Tribe 2001; Jennings 2001). Quantitative measurements and experiments are applied in order to test the hypotheses (Tribe 2001). Researchers have no scope to influence the results or findings, rather their role is to maintain the rigorous process of hypothesis development, quantitative data collection, measurement and testing of data in order to ensure unbiased and value free interpretation of findings (Jennings 2001; Tribe 2001).

Researchers from positivist perspectives have interpreted tourism development and rural poverty alleviation relationship in a way that they can predict the direction of cause and effect in that relationship (Deller 2010; Briedenhann and Wickens 2004; Simpson 2008). However, while quantitative tools and techniques are adopted for data collection and analysis, it is difficult to understand the reality of such a complex topic based statistics alone (Hollinshead 2004; Riley and Love 2000). According to Simpson (2008, p. 240):

The relationships and interactions between tourism, poverty reduction and rural livelihoods are complex, requiring considerable debate and research.....one of the most problematic areas of assessment has been to quantify the impacts of tourism on communities, poverty reduction and local livelihoods.

Subsequently, researchers have tried to understand the tourism development and poverty alleviation nexus based on an interpretive social science paradigm (Harrison 2008; Spenceley and Goodwin 2007). Interpretive social science considers that a phenomenon can be explained in multiple ways rather than through a cause and effect relationship (Jennings 2001; Lincoln 1995). In order to develop the explanation of the phenomenon researchers are required to enter the social setting from an insider's perspective and become one of the social actors (Jennings 2001;

Lincoln 1995). Data is collected in a natural setting using qualitative methodology and techniques (Jennings 2001; Lincoln 1995). Data collection methods under interpretive social sciences include observation, in-depth interviews, case studies and focus group (Jennings 2001; Lincoln 1995).

Critical theory originated in the works of Karl Marx at the Institute for Social Research in Frankfurt, Germany (Rasmussen 1996). Critical theory represents the world as a complex social system with many power structures, either explicit or hidden in nature, where there is existence of marginalized groups that lack real power (Jennings 2001). Identifying the interests and needs of such marginalized groups is an important task under this paradigm for researchers inherently to make substantial changes in favour of oppressed groups (Jennings 2001). Despite its potential for use in tourism research, critical theory has not been adopted in the tourism development and poverty alleviation literature (Jamal and Everett 2004; Lea 1993; Riley and Love 2000; Tribe 2008).

The reality that leads to social, economic and cultural marginalisation, oppression or exclusion can be best understood through research based on a critical theory (Guba and Lincoln 1994; Kincheloe and McLaren 1994) and this exclusion of poor and indigenous people from tourism development benefits can be best understood based on critical theory (Jennings 2001; Stone and D'Andrea 2001; Tribe 2008). According to Jennings (2001, p. 41):

Critical theory has synergies with the interpretive social sciences paradigm but not with positivism. Both critical theory and interpretive social sciences paradigm differs from positivism because they are grounded in real world settings and view people as thinking and acting persons rather than as people following defined rules and procedures.Researchers adopting a critical theory paradigm criticise positivism for maintaining the status quo due to its ontological perspective of a stable and structured society following rules that both regulate and guide behaviour.

The use of critical theory paradigm in tourism research can help identify the interests and needs of the excluded or minority groups (Jamal and Everett 2004; Jennings 2001; Mordue 2005; Riley and Love 2000; Tribe 2008). Understanding the social position of marginalised or a minority group as opposed to those in power is another benefit of critical theory paradigm (Guba and Lincoln 1994; Jennings 2001; Kincheloe and McLaren 1994). According to Jennings (2001, p. 42):

The use of the critical theory paradigm in tourism research means that the interests and needs of the minority groups will be identified and data collected in order to open up or improve the provision of tourism opportunities, experiences and services for those minority groups

Social, political and economic exclusion is widespread in rural Bangladesh, (Chowdhury, Ghosh, and Wright 2005; Yunus 2007). Hence, government, non-government organisations (NGOs), aid agencies and community leaders have significant roles to play in terms of infrastructure development, human resource development through training and access to the micro credit for small and micro businesses for the improvement of rural livelihoods (Simpson 2008; Yunus 2007). Hence, the roles of government organisations, NGOs, National Tourism Organisations (NTO), private tourism organisations, aid agencies and community leaders that can facilitate the inclusion (or lead to the exclusion) of rural people from tourism employment or self-employment opportunities needs to be investigated. Simultaneously, the poor people's realities that surround their exclusion from tourism development either in terms of employment or self-employment opportunities need also to be understood (Jennings 2001; Tribe 2008).

The critical theory paradigm provides the framework to understand the roles and realities of the poor and marginalised groups, it is considered to be the most suitable theoretical for this thesis. Other theories and typologies were considered as frameworks for this thesis, at the initial stage were employed, but later found to be limited in their applicability. Mitchell's (1997) Stakeholder Typology and Saliency, Homan's (1958) Social Exchange and Mitchell's (1973) Social Network theories were found to have limitations for understanding the phenomenon of tourism development and poverty alleviation in the context of rural Bangladesh. In Bangladesh, tourism stakeholders include the National Tourism Organisation (NTO), the government organisation functioning for tourism development of the country and private tourism organisations such as Bangladesh Tourism Foundation (BTF), Bangladesh Hotel, Motel and Restaurant Associations are also contributing to tourism development. Stakeholders in poverty alleviation in the rural and indigenous inhabited areas include the local government organisations, NGOs and international organisations like USAID, UNDP and UNICEF. In order to understand the relationship among these organisations Mitchell's (1997) Stakeholder Typology and Saliency theory was considered for this thesis.

Homan's (1958) Social Exchange Theory was considered in order to interpret social exchanges that occur among the stakeholder organisations and the rural poor of Bangladesh. Moreover, the means for rural poor in Bangladesh to qualify themselves as stakeholders and then become participants in the social exchange process was considered as a crucial issue for both the tourism-related organisations and rural poor themselves that could be investigated through Social Exchange Theory.

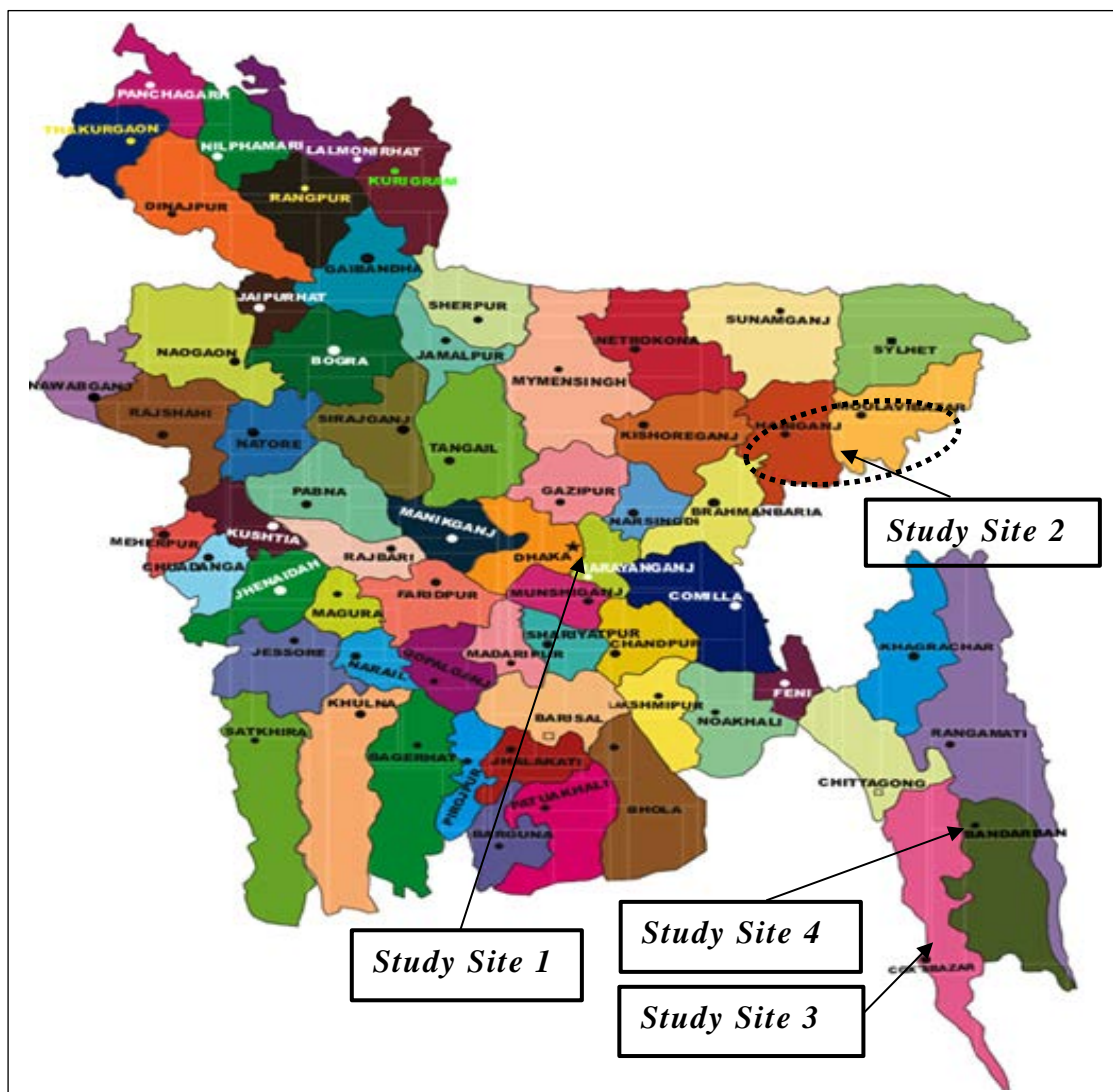
Finally, Mitchell's (1973) Social Network theory was considered in this thesis for understanding the links between the poor, tourism-related organisations, government organisations, NGOs and international aid agencies. In the context of rural Bangladesh, the absence of a networks and links between rural poor people and tourism-related organisations may well exacerbate the exclusion of the poor from tourism development benefits. This encouraged the consideration of Mitchell's (1973) Social Network theory in order to understand the links between the poor and tourism-related organisations.

After conducting five in-depth interviews as a pre-test, it was observed that the respondents were unable to identify and discuss the relationships between stakeholders and social and networks, perhaps because they did not exist. The respondents were more willing to discuss the roles of organisations working for tourism development and poverty alleviation in rural areas of Bangladesh. As a consequence, the researcher was compelled to discard Mitchell's (1997) Stakeholder Typology and Saliency, Homan's (1958) Social Exchange and Mitchell's (1973) Social Network theories after conducting pre-test interviews.

1.3 Selection Criteria of Study Sites

The setting for this thesis is rural Bangladesh (see Figure 1.1). In developing countries tourism has distinctive appeal because of national parks, wildlife habitats, mountains, streams, lakes, heritage sites and indigenous communities as most of them are adjacent to rural areas (Holland, Burian, and Dixey 2003) and particularly, in the South and South-East Asian nations there is potential for wildlife or nature-based ecotourism (Noakes and Carlsen 2013). In Bangladesh tourism prospects such as sea beaches, national parks, indigenous inhabited areas, wetlands, heritage sites and handicraft villages are also rural based (Hall and Page 2000).

Figure 1.1: Map of Bangladesh Study Sites



In selecting the study sites for this thesis, a number of factors had to be considered (See Table 1.1). Firstly, as the objective of this research is to understand tourism development and poverty alleviation of rural Bangladesh, the rural areas with tourism potential and where the substantial portion of the people are living in extreme poverty have been considered. Secondly, those areas are considered where people's way of living is traditional agriculture and there is potential for them to supply food, drinks, handicrafts, local transport services and eco cottage services to the tourists. Thirdly, those rural areas adjacent to national parks, wetlands, heritage sites have been selected because of their potential for indigenous, ecotourism and wildlife tourism development. Fourthly, areas where local handicraft products are

produced using traditional methods and presented as tourism attractions have been included in the study sites for this thesis.

Physical access to a study site is an important issue that can limit researcher's entrance in the site in order to obtain data (Marshall and Rossman 2006; Neuman 2000). Not only physical access to the study site, but also the opportunity to build a trusting relationship with the respondents is a crucial factor (Marshall and Rossman 2006). This allows closer interaction with the respondents in the study site and hence ensures more authentic information (Marshall and Rossman 2006). In selecting four study sites, the researcher had to consider the following criteria (see Table 1.1):

Table 1.1: Selection Criteria of Study Sites

Study Sites	Selection Criteria						
	Rural Areas	Extreme Poverty	Traditional Agriculture	National Park and Wetland	Indigenous Inhabited	Crafts Tourism	Tourism potential
Study Site 1 Sonargaon, Bangladesh Folk Art & Crafts Tourism	√	√				√	√
Study Site 2 Sylhet Region, Nature- based Tourism	√	√	√	√	√		√
Site 3 Cox's Bazar, Beach Tourism	√	√	√		√	√	√
Site 4 Bandarban, Indigenous Tourism	√	√	√		√		√

- Sites located in rural areas
- Sites where people are living in extreme poverty
- Sites where the traditional occupations include agriculture, handicrafts, local transport and provision of accommodation.
- Adjacent to national parks, wetlands, and heritage sites
- Sites where indigenous communities live
- Sites where handicrafts are produced
- Sites that have tourism potential

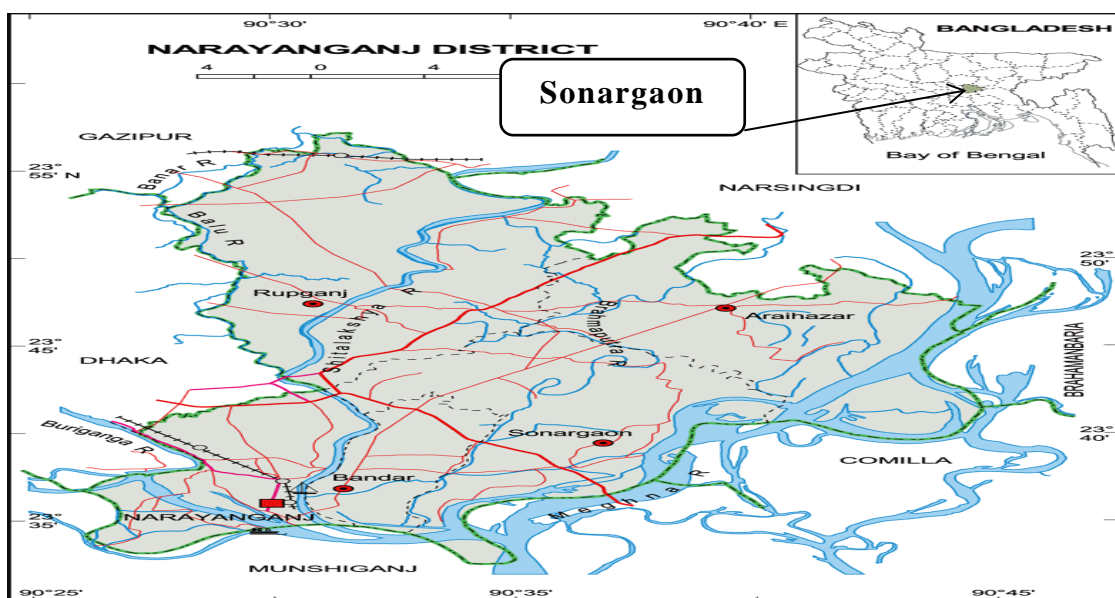
1.4 Study Sites

A total of four study sites have been identified in order to collect information for this study (see Figure 1.1) and those are Sonargaon, Moulvi Bazar and Habiganj, Cox's Bazar and Bandarban. These study sites will now be described in detail and the rationale for their selection will be explained.

1.4.1 Study Site 1: Sonargaon, Folk Art and Crafts Tourism

Sonargaon sub-district, the ancient capital city of the Bengal, is chosen as a study site. This site is located 24 kilometres (kms) from the capital city Dhaka (see Figure 1.2) in the Narayanganj district under Dhaka division¹.

Figure 1.2: Study Site Map of Sonargaon, Narayanganj District



The Bangladesh Folk Art and Crafts Foundation was established in Sonargaon in 1975. This Foundation is considered as a microcosm of Bangladesh culture with great importance in terms of representing the country's traditional folk arts and crafts. The foundation is situated on 50 hectares of land that consists of two folk art and craft museums, artificial lakes, ponds, craft sales centre, library, restaurant, auditorium and a craft village (Shafique 2004). The museums have very rich collection of folk objects and crafts of different materials from different parts of the

¹ The three level administrative structure of Bangladesh is comprised of division, district and sub-district. Each division consists of few districts and the districts are further split into few sub-districts. In Bangladesh there are seven divisions, 64 districts and 493 sub-districts.

country. Folk arts and crafts include items such as wooden carvings, scroll paintings, masks, pottery, terracotta dolls, tiles, iron and brass implements, jewellery, bamboo and cane furniture, handmade paper and garments and are displayed in 13 galleries of the two museums (Shafique 2004). These folk arts and crafts represent village life, indigenous culture and traditional agriculture and reflect the sentiments, impulse, temperament, moods, idiosyncrasies, skill and expertise of the artists (Hasan 1983).

The program of this Foundation is not only limited to the exhibition of folk arts and crafts but also representation of historical evolution of the folk arts and crafts of the country for the tourists (Shafique 2004). Moreover, a craft village has been established so that tourists can experience the living conditions of the craftsmen under which they produce crafts using materials available in rural areas of Bangladesh (Shafique 2004).

Sonargaon was the capital city of Bengal until the late 17th century (Ameen 1979). At that time this area was famous for cotton fabric especially, for fine fabric Muslin (Ameen 1979). In addition to the Folk Art and Crafts Foundation, the four hundred year's old ancient Panam village of Sonargaon is considered as one of the key attractions to the tourists as the village consists of ancient monuments including buildings, bridges, mosques and temples (Ameen 1979). For the last decade, the numbers of visitors of the Folk art and Craft Museum are increasing (see Table 1.2). In 2012 the number of foreign tourists were 2053 (BFACF 2013) and this number is insignificant in terms of the total number of tourists (see Table 1.2).

Table 1.2: Number of visitors in Bangladesh Folk Art and Crafts Foundation

Year	Number of Visitors
2002-03	99,300
2003-04	101,980
2004-05	121,380
2005-06	141,200
2006-07	387,712
2007-08	588,200
2008-09	656,800
2009-10	666,900
2010-11	683,120
2011-12	786,843

Source: Official Record of Bangladesh Folk Art and Crafts Foundation

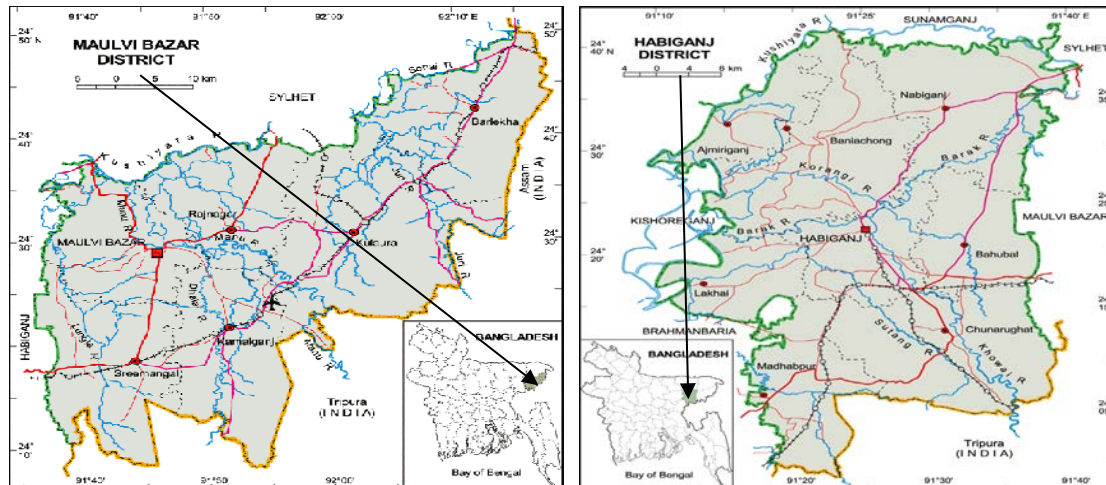
Despite potential for handicrafts, heritage sites and indigenous culture, this site is still in its infancy both in terms of tourism development and poverty alleviation of rural people and indigenous communities living under extreme poverty (Shafique 2004). The following selection criteria have been considered for selecting Sonargaon as one of the study sites for this thesis:

- Rural area.
- People living under extreme poverty
- Primary occupation of the people of this area is agriculture and handicrafts
- Tourism potential for Folk Art and Crafts Museum

1.4.2 Study Site 2: Sylhet Region, Nature-based Tourism

Study site two is located nearly 160 kilometres northeast of capital city Dhaka and connected with rail, road and air networks (IRG 2006). The site comprises two adjacent districts, Moulvibazar and Habiganj of Sylhet division where most of the people live in rural areas (see Figure 1.3).

Figure 1.3: Study Site Map of Moulvi Bazar and Habiganj Districts



People of this site live under extreme poverty and traditional agriculture is the source of their livelihood. There are two national parks, Lawachara National Park (LNP) and Satchari National Park (SNP) and wetland (Hail) that have potential for nature-based ecotourism in Bangladesh located within this study site. The parks were established by the British at the time of their regime in the Indo-Pak Sub-continent region under the Forest Act 1927 (IRG 2006). LNP is situated at Moulvi Bazar

District and the total forest area of the park is 1250 hectares (ha). The Government of Bangladesh declared Lawachara forest land as a National Park and protected area in 1996. SNP is located in Raghunandan Hill of Habiganj District of the Sylhet division. SNP comprises 243 ha of forest land and was declared as a national park and protected area in 2005. The Hail wetland is situated in Moulvi Bazar District.

The national parks of Bangladesh are characterised by areas where flora and fauna are protected and preserved and gain education through research. Two indigenous communities inhabit the parks as they are the original inhabitants of the parks (IRG 2006). These indigenous communities are allowed to use forest resources for their livelihoods. They are allowed to use land of the national parks for agriculture purpose and collect fire wood from limited areas inside the park (IRG 2006). Access for rural people around the parks to collect firewood, building materials, medicinal plant, hunting and food from the parks is strictly prohibited (IRG 2006).

The wildlife in these parks is abundant with superb areas of tropical rainforest supporting high biodiversity of plants and animals (IRG 2006). However, due to habitat degradation by way of illegal hunting and logging, large mammals such as tigers, leopards, bears and wild dogs have disappeared from the parks but mammals such as jackals, cats, barking deer, langur, monkeys, and wild pigs are still found (IRG 2006). These parks are renowned as the habitat of one of the most endangered species in the world, the Hoolock Gibbon. Moreover, the parks are the habitat of rare bird species such as Red Jungle Fowl, Red-headed Trogon, Oriental Pied Hornbill and Pigmy Woodpeckers (IRG 2006).

The diverse and rare wildlife of LNP and SNP provide an opportunity to develop ecotourism and wildlife tourism at this study site. In both the parks, hiking trails have been developed for the tourists. Three types of hiking trails are available: short trail (half an hour walk); medium trail (one hour walk); and long trail (three hours walk). Tall trees and forest vegetation as well as mammals such as jackals, cats, barking deer, langurs, monkeys, wild pigs, macaques, Hoolock Gibbons, and birds such as Myna, Ghungu and Dhanesh may be observed along the trails. Guide maps and display boards have been introduced at convenient points in the parks so that the visitors are able to learn about the parks and two interpretation centres have been established in the parks. Young people of the adjacent villages have been appointed

as eco-tour guides and tourists have the opportunity to use them to learn about the flora and fauna of the parks. In order to facilitate accommodation for the visitors, rural people living adjacent to the parks have been encouraged by the Forest Department and USAID project to develop eco cottages so that the visitors can stay while visiting these national parks.

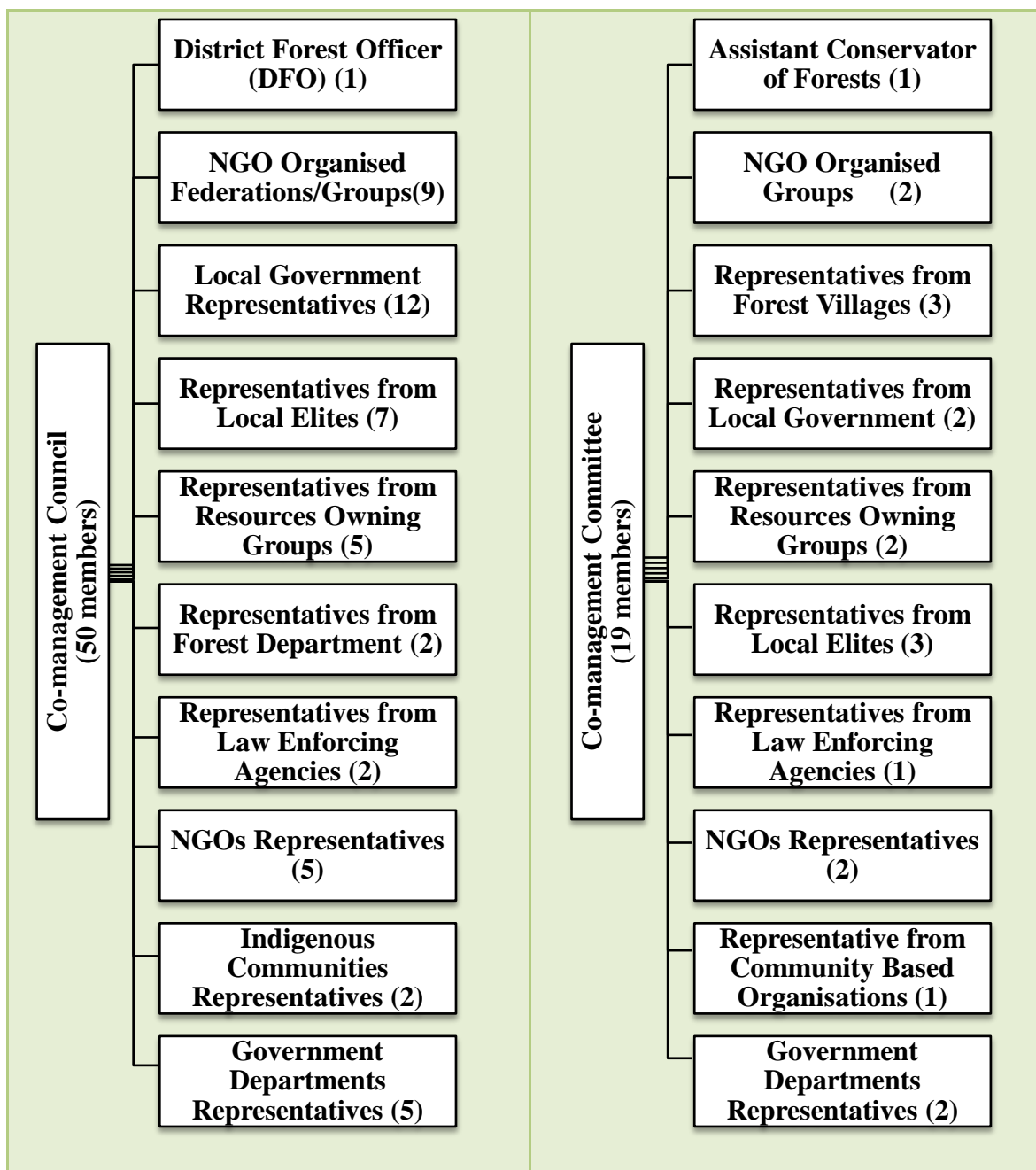
About 100 villages exist in and around the parks comprising 21,836 households and most of them are living under extreme poverty (IRG 2008). Before declaring the national parks as protected areas, adjacent village people had been using the resources of the parks in the way of logging, hunting and firewood collecting in order to supplement their livelihoods. Households in and around the parks were overwhelmingly dependent on these forests for firewood collection and had to meet their daily household needs by selling of forest resources for added income and to supplement their food intake (IRG 2008). After declaring the parks as protected areas by the Forest Department of Bangladesh, the poor people were deprived from using the forest resources and forced into extreme poverty (IRG 2008). However, in order to protect the biodiversity of the parks whilst also compensating the excluded rural people from the benefits of parks' resources, a collaborative or co-management approach has been undertaken by the USAID and Forest Department comprising key stakeholders of the parks from adjacent villages (IRG 2008).

USAID has been extending financial and technical support to protect biodiversity conservation of LNP and SNP since 2004 using community-based natural resource management model (Chakraborti 2008; Khan 2008). A two-tier institutional structure of a co-management council and a co-management committee have been introduced in order to ensure the biodiversity conservation of the parks with the support of local level stakeholders (see Figure 1.4).

At the local level, wood craftsmen, makers of bricks and furniture, journalists, government officials of the sub-district, local elected representatives and chairmen of union councils are included (IRG 2008). The forest user groups were treated as direct or primary stakeholders while the rest were treated as secondary stakeholders (IRG 2008). The Forest Department's primary objective was to develop a functional model of co-management through a project titled the *Nishorgo* project with the participation of primary and secondary stakeholders in mentioned study areas (IRG 2008).

The lower tier, co-management Council, comprises 50 members from 15 different local stakeholder groups (see Figure 1.4) who have primary involvement in the parks in terms of using the forest resources (IRG 2005).

Figure 1.4: Community-based National Park Management at LNP and SNP



Source: International Resource Group, (2008)

The primary stakeholders include fuel wood collectors, illegal loggers, building material collectors, vegetable collectors, honey collectors, sun grass collectors,

visitors, forest land encroachers, betel leaf cultivators, illegal animal poachers, bark collectors, fruit collectors and fodder collectors. Most of the primary stakeholders from the neighbouring villages live under extreme poverty and earned their livelihoods by carrying out these forest-based activities. The secondary stakeholders include timber traders, sawmill owners, brickfield owners and furniture shop owners. The primary stakeholders collected the forest resources and sold that to the secondary stakeholders in order to support their livelihoods.

The upper tier 15 member Co-management Committee is the executive committee elected by the Co-management Council (IRG 2006) (see Figure 1.4). This committee is comprised of one Chairperson, one Vice-Chairperson, a Secretary and the remainders are members. The Co-management Council discuss different issues such as alternative income generation opportunities for the park-dependent rural poor people. The alternative income generations activities include eco tour guiding by the young people, poultry, fishery, dairy, eco cottage and handicrafts businesses. In order to prevent the illegal logging and hunting, the co-management council has formed a community patrolling team employing the poor people of the neighbouring villages. Moreover, important issues such as reforestation through plantation and protection measures against animal poaching are discussed in the Co-Management council. The recommendations of alternative income generation activities for the forest dependent rural poor people and the conservation measure policies are then discussed in the Co-management Committee.

The decisions of co-management committee are sent to the national level steering committee for implementation guidelines (IRG 2006). The national level steering committee was formed with the related government ministries including the Ministry of Environment and Forest, the Ministry of Fisheries and Livestock, the Ministry of Land and the Ministry of Local Government (IRG 2008). Once the implementation guidelines are approved in the national level steering committee, those are implemented by the local level com-management networks.

The USAid sponsored project *Nishorgo* of the Forest Department (FD) started its operation in Bangladesh to conserve the Lawachara and Satchari National Parks since 2004 (IRG 2006). Local communities, state functionaries such as the Ministry of Environment and Forest, Ministry of Fisheries and Livestock, Ministry of Local Government and the Ministry of Land and NGOs were involved with the project

(Khan 2008). Washington-based consulting organisation the International Resources Group (IRG) was nominated as an implementing partner by the USAid, and the International Union for Conservation of Nature (IUCN) was an official consultant for the project (Khan 2008).

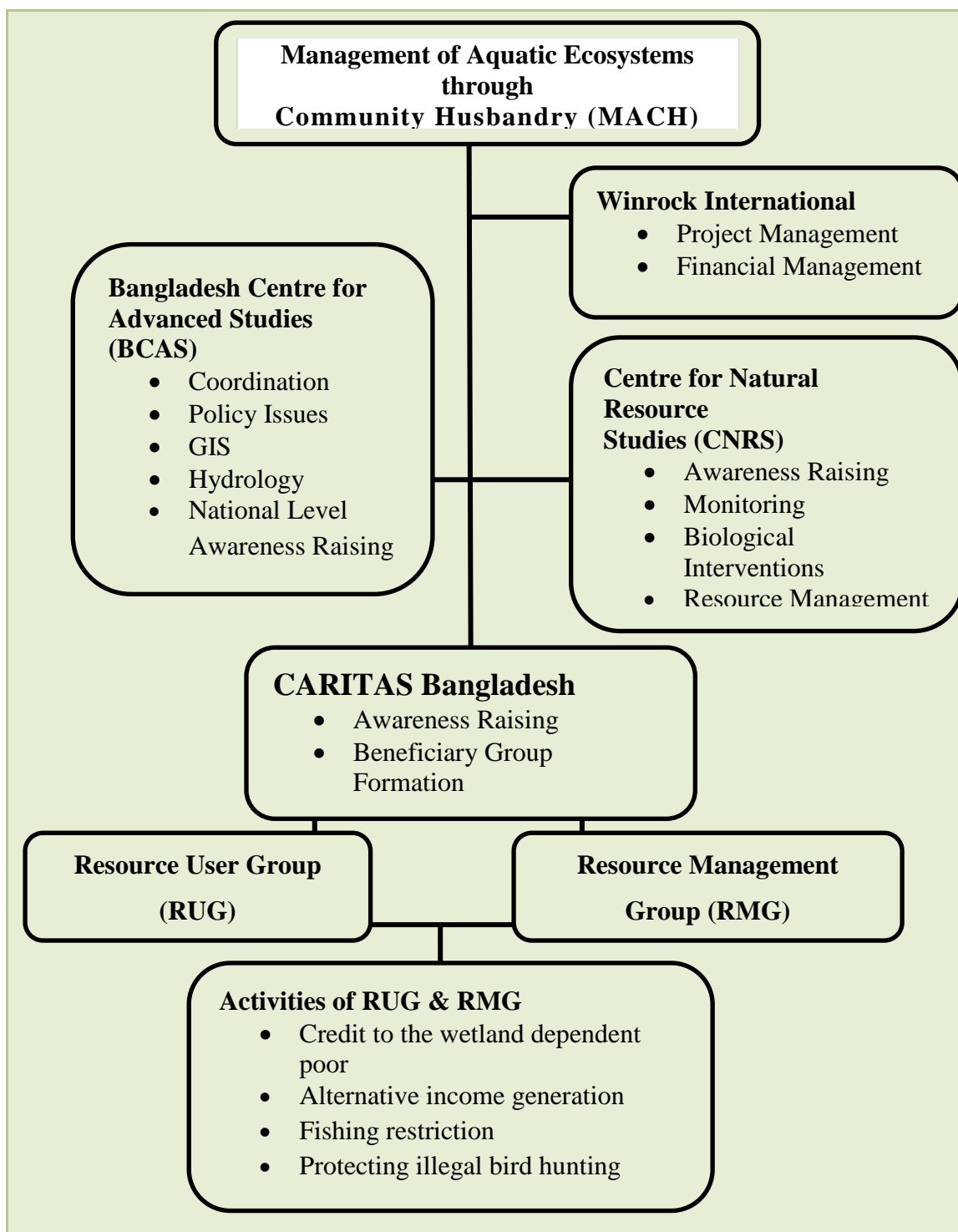
In addition, this study site comprises wetlands including four types of landscapes: floodplains; freshwater marshes; lakes and swamp forests (Sherwood 2009). The wetlands have enormous ecological, socio-cultural, economic and commercial importance to the local people in terms of activities such as fishing, poultry and livestock rearing and as a source of water for irrigation (Sherwood 2009). As fishermen use small wooden boats for fishing and tourism in the wetlands, small businesses have developed in and around the wetlands (Chakraborti 2008).

The wetlands in Bangladesh are critically important for biodiversity, fisheries, agricultural diversity and ecotourism (Islam et al. 2009). The wetland Hail Haor² is located in Moulvi Bazaar District and is one of the largest freshwater wetlands in Bangladesh and renowned as a sanctuary for fish and migratory birds. However, low and inadequate income opportunities of the people living in extreme poverty around this wetland intensified the indiscriminate exploitation of wetland resources such as fish, snails, turtles, migratory birds, bats and plants (Chakraborti 2008). As a consequence, the biodiversity of this wetland is under serious threat (Chakraborti 2008). In 1998, United States Assistance for International Development (USAid) started working for biodiversity conservation of this wetland (Chakraborti 2008).

Approximately 1.7 million people in 60 villages are dependent to some degree on this wetland for fishing, poultry and other agricultural produce. In the winter, fishing is restricted and migratory birds make Hail Haor a place of interest for tourists. As fishing is restricted at that time, fishermen and farmers supplement their livelihoods by engaging in boat rental and local tours for tourists. Since 1998 Government of Bangladesh has conducted the Management of Aquatic Ecosystems through Community Husbandry (MACH) project in support of USAID in order to protect the biodiversity of the wetlands whilst also supporting the livelihood of the rural people dependent on this wetland (Islam et al. 2009; Khan 2008) (see Figure 1.5).

² In Bengali deeply flooded basins of the north-eastern region of Bangladesh are called *Haor*.

Figure 1.5: Management of Aquatic Ecosystems through Community Husbandry (MACH), USAID



Source: USAID, 2001

<http://www.nishorgo.org/pdf/MACH%20Reports/MACH%20Project%20Profile.pdf>

Accessed 09 July 2012

USAID adopted a community-based management approach to natural resource management of the wetlands of Bangladesh (Sherwood 2009). In Hail Haor wetland area, the MACH project introduced two community based organisations, Resource Management Organisation (RMO) and Resource User Group (RUG) in order to community participation around this wetland (Sherwood 2009).

RMO is a voluntary organisation that consists of elected representatives, community leaders and officials of local government departments such as Department of Fisheries, Livestock and Land. The RUG is comprised of community members who are dependent on the wetland for their livelihoods. Some 60% members of the RUG live under extreme poverty and fishing in this wetland is their only means of livelihood (Sherwood 2009).

Both RMO and RUG have different but very important roles for biodiversity conservation (see Figure 1.5). RMO is responsible for management programs of the wetland and RUG is involved in executing those. The major programs include determining the time when fishing will be restricted in order to allow growth and breeding of fish. The members of RUG guard against fishing and illegal bird hunting when access is restricted.

Development of ecotourism around this wetland is another goal of the project designed to supplement the livelihood of the people in the area (Sherwood 2009). This site is located about 160 km northeast of Dhaka and the easy accessibility from the capital city through rail, road and air networks providing potential for nature-based ecotourism (IRG 2008).

In order to implement these programs USAID has been ensuring financial and technical support to the RMO and RUG (Sherwood 2009). With these support an interpretation centre and migratory bird watching tower have been established for the visitors of the wetland. Moreover, in order to provision breeding of the migratory birds wooden breeding boxes and re-vegetation programs have been introduced. These programs have been implemented with the partner NGOs of the USAID. The partner NGOs of USAID are Winrock International, Bangladesh Centre for Advanced Studies (BCAS), Centre for Natural Resource Studies (CNRS) and CARITAS Bangladesh. The mentioned partner NGOs have different role and

activities that are depicted in Figure 1.5. When fishing is restricted for the RUG members, alternative income generation activities have been introduced (Sherwood 2009). USAID has arranged training and financial support for the RUG members in poultry, nursery, livestock, grocery, tailoring and local transport business (Sherwood 2009).

In this study site, the two national parks have offered unique opportunities for the tourists to learn about its various inhabited species and culture of the indigenous ethnic communities living inside the parks. Watching migratory birds in Hail Hoar wetland is also a potential tourist attraction in this site. The interconnection of natural resource management, potential for ecotourism development and providing employment and self-employment opportunities for the poor people living around the national parks and wetland are important factors in selecting this study site. Thus, the following selection criteria have been considered for this study site:

- Rural areas
- People live under extreme poverty and dependent on natural resources
- Source of income of the poor people of this area is agriculture and fishing
- Indigenous inhabitants
- Ecotourism potential for national parks and wetland

1.4.3 Study Site 3: Cox's Bazar-Beach Tourism

Study site three, Cox's Bazar, is located in the South-Eastern region of Bangladesh on the Bay of Bengal and 370 kms from Dhaka (see Figure 1.6).

This area is connected with the capital city by road and air network. Nearly two million people inhabit this district in an area of 2500 square kms. Approximately 80% of people inhabit rural areas and most of them live under extreme poverty (GoB 2005). Agriculture, fishing and salt production are the main occupations of the inhabitants of this district (WFP 2006). The district is renowned for its 120 kms of natural sandy beach and as hub of several nearby attractions. The Saint Martin coral island, Dulahazra Safari Park, Buddhist heritage site of Ramu and Shiva Temple of Moheshkhali are in close proximity to the Cox's Bazar District town.

Figure 1.6: Tourist Attractions of Cox's Bazar



Accommodation, transport and restaurants have been developed Cox's Bazar town and the National Tourism Organisation [NTO] established the first motel in Cox's Bazar 1973 (Hasan 1992). The NTO of Bangladesh was established in 1972 under the Ministry of Commerce. In 1975 the Ministry of Civil Aviation was renamed as the Ministry of Civil Aviation and Tourism and NTO was placed under this Ministry (Hasan 1992). Since then NTO has been working for tourism development of the country. Presently, the NTO has been operating 22 motels in 18 districts in Bangladesh and created about one thousand employment opportunity. NTO established the country's sole National Hotel and Tourism Training Institute (NHTTI) in 1974 with the financial and technical support of the UNDP and ILO (Hasan 1992). In Cox's Bazar the NTO has been operating four motels, four restaurants and one student dormitory since 1973.

The mass infrastructure development in Cox's Bazar town in terms of hotels, motels, guest houses, resorts and restaurants is substantial over the last one decade. Presently, 117 hotels, 62 guest houses 125 cottages are established under private ownership in Cox's Bazar town (Hossain 2012). However, most of the owners in the accommodation industry in Cox's Bazar are not the local inhabitants, rather the owners are the rich and elite people from the other areas of Bangladesh (Islam and

Carlsen 2012). Despite increased number of hotels, motels, guest houses, cottages and restaurants the rural poor farmers of this area are deprived from the benefits of tourism development because of the dominance of rich intermediaries. For example, there is no opportunity for them to deal directly with hotels, motels, restaurants in order to sell their, fruits, vegetables, fish and poultry products (Islam and Carlsen 2012).

Saint Martin is a small coral reef island of approximately 12 sq. km. in the Bay of Bengal. The island is located in the northeast of the Bay of Bengal and 9 kilometres off the northwest coast of Myanmar (UNDP 2010) (see Figure 1.7). Most of the people living in this island are extremely poor and fishing, fish drying, selling coconuts, labouring and farming are the common sources of livelihood of the island people (UNDP 2010).

Figure 1.7: Map Saint Martin Island

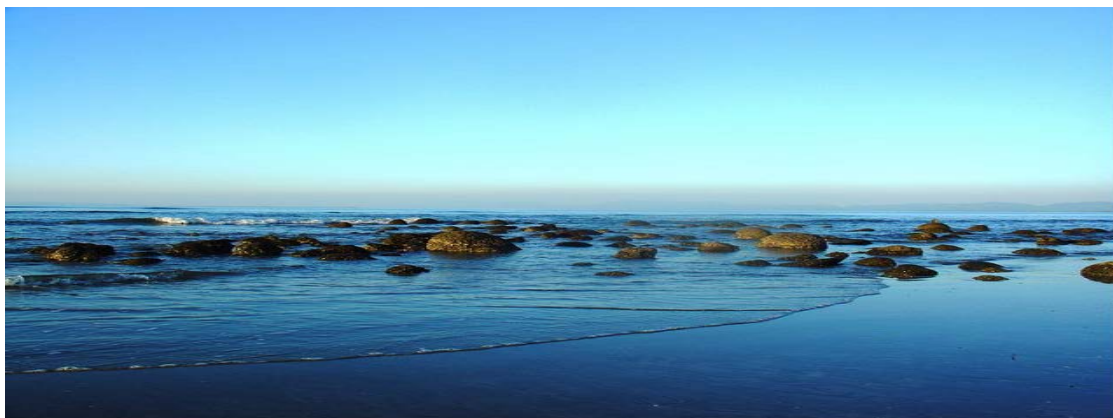


The sandy sea beach of Saint Martin is one of the most beautiful tourist attractions in Bangladesh (see Figure 1.8). Tourism is concentrated in winter, particularly from November to February when the island is accessible by cruise ships. However, cruise ships are not operated during the remainder of the year due to bad weather (UNDP 2010).

Due to development of high rise buildings, sustainability of this island is under serious threat. To date, 17 hotels and 12 restaurants had been constructed and a number of resorts, hotels and restaurants are under construction (UNDP 2010).

Owners of the resorts, hotels and restaurants are from the other districts of the country.

Figure 1.8: Saint Martin Island



Critically endangered sea turtles including Olive, Hawksbill, Green, Loggerhead and Leatherback turtles nest around this island. Moreover, Irrawaddy and bottlenose dolphins, horseshoe crabs and finless porpoise are also found near this island. However, the numbers of these marine species are decreasing substantially as they are caught in the nets of the fisherman (UNDP 2010). Once the island was an ideal nesting place for migratory birds such as Ruddy Shell Duck, Brown-headed Gull, Whimper, Ruddy Turnstone, and Barn Swallow. Due to illegal bird hunting by the island people, the numbers of bird species have been reduced substantially over the last one decade (UNDP 2010).

The number of visitors in this island has increased substantially over the last few years. In 2002 the total number of visitors in this island was 62,520, while in 2008 the number of visitors increased by 156,736. The island has good potential for ecotourism but the present tourism practice marginalizes the people living under extremely poverty as tourism is dominated by outsiders (UNDP 2010). Among the island people 28% are engaged in fishing, 11% farming, 22% in small and micro business such as dried fish, coconut and small restaurants operating in the tourist season. The remainder of the island people are labourers.

Dulahazra Safari Park is located 50 km from Cox's Bazar and renowned as sanctuary for wild animals such as elephants, crocodiles, bears, deer and monkeys. Moreover, bird species such as hornbill, kingfisher, peacock, pheasants, emus and reptiles such

as crocodiles and pythons are abundant in the park. In winter season about 5000 tourists visit this safari park daily while in summer about 200 visit this park.

The Buddhist village of Ramu is located ten kms from Cox's Bazar. One of the most interesting features is the pagodas containing gold, bronze and black stone statues of Lord Buddha (see Figure 1.9).

Figure 1.9: Buddhist Pagoda at Ramu



Maheshkhali is a small island of approximately 268 square kilometres located ten kilometres off the Cox's Bazar coast. Temples of Shiva are the key tourist attractions of this island (see Figure 1.10).

Figure 1.10: Adinath Shiva Temples of Maheshkhali, Cox's Bazar



Agriculture, fishing and salt production are the major economic activities of the island inhabitants. Two indigenous communities Chakma and Rakhain inhabit Cox's Bazar district (Hanif et al. 2009). The Ministry of Cultural affairs has established a regional institute named Cox's Bazar Cultural Institute in 1975 in order to preserve the traditional culture of the indigenous communities of this area (GoB 2012). This institute arranges training for the indigenous students, conduct seminars, cultural programs and festivals on indigenous culture (GoB 2012).

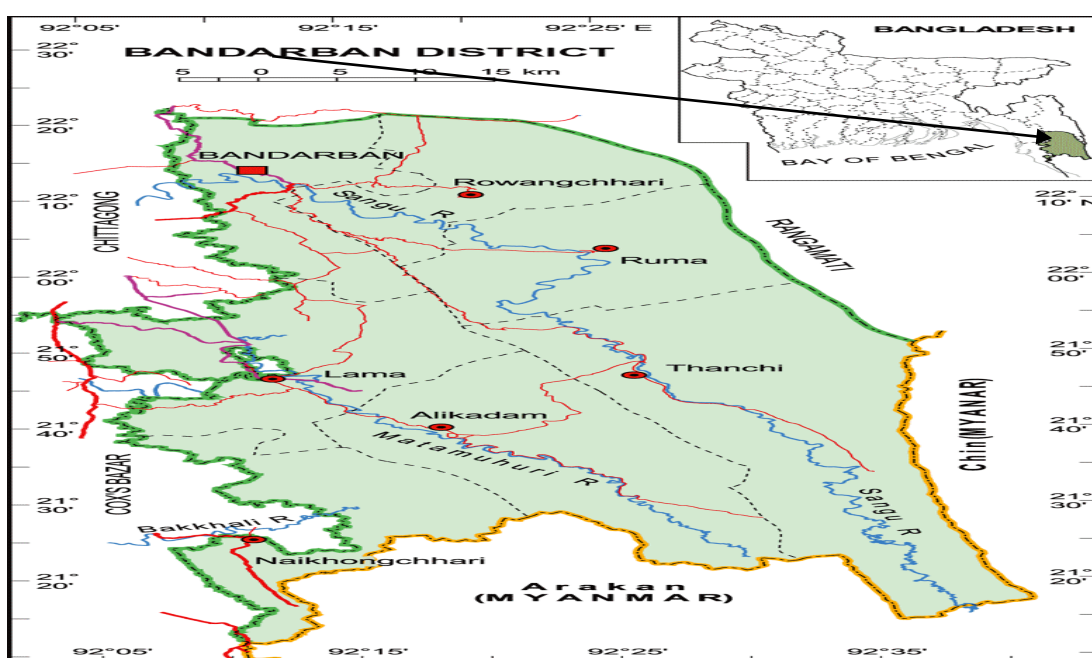
The following criteria have been considered in selecting Cox's Bazar as study site:

- Rural areas
- People living under extreme poverty
- Traditional agriculture and fishing provides the livelihood for the rural people of this site
- Indigenous culture
- Tourism potential for heritage sites, beach tourism, small island tourism and nature-based tourism.

1.4.4 Study Site 4: Bandarban-Indigenous Tourism

The fourth study area is the Bandarban district of Chittagong Hill Tracts (CHT). This area is situated in the most south-eastern region of Bangladesh and 260 kilometres from the capital city (see Figure 1.11). Road is the only transport network that has

Figure 1.11: Map of Study Site 4, Bandarban



connected this site with the other areas of the country. The region comprises an area of 13,295 square kilometres and maintains a border with India and Myanmar (Zaman 1982). Until 1984, the region was a single administrative district known as Chittagong Hill Tracts, but since 1984 it has been divided into three separate districts; Bandarban, Khagrachari and Rangamati. According to the population census report 2011, the population of this area is 1.6 million of which 50% per cent are indigenous (BBS 2011). More than 80% people live in rural areas where most of them live under extreme poverty. Agriculture is the major livelihood means of the indigenous people of this district (UNDP 2009).

Bandarban district is a post-conflict area that has remained disadvantaged and was isolated from the rest of the country between 1971 to 1997 (Roy 2000). The conflict, particularly over land rights between the indigenous people and the settlers from other areas of the country continued for more than two decades (Roy 2000). The civil unrest between the indigenous and the Bengali people officially ended in 1997 with the agreement of a peace accord. Recognition of the land rights of the indigenous communities was a key element in the peace accord (Roy 2000). Although the situation has improved over the last few years, there remains a need to address social services such as education, health, nutrition, pure drinking water, sanitation services and other facilities (UNDP 2009).

The area is renowned as a unique part of the country in terms of its landscapes and indigenous ethnic culture (Roy 2000). The landscape of Bandarban district is hilly, whereas an overwhelming proportion of the Bangladesh is flat and alluvial (Zaman 1982). The region is rich in natural resources, with about 51% of the total forest land of Bangladesh located within this region (Zaman 1982). Apart from the physical environment, the lifestyle of eleven different indigenous communities inhabiting this district is the major tourist attraction of this site (Roy 2000).

The two highest peaks of the country, Kokradang and Tah-Jin-Dong are situated in this study site. The golden temple, Buddha Dhatu Jadi, is located four kilometres from the Bandarban town. The county's largest natural lake, Boga, is situated this study site and boating in the lake is one of the major tourist attractions. Despite having tourism potential, this area remains underdeveloped due to inadequate transportation infrastructure (UNDP 2009). In rainy season most of the hilly roads of

rural areas of this district become impassable. At that time rural people are unable to bring fruits and vegetables produced in their farms to the district or sub-district markets and this situation forces them to into extreme poverty.

However, the UNDP has opened opportunities for development in this region. UNDP has been playing a leading role in facilitating sustainable locally-appropriate socio-economic development programs ensuring education, health, sanitation, pure drinking water, road construction and empowering of rural indigenous communities through training with UNICEF, Local Government departments and a number of international and local NGOs.

As mentioned traditional agriculture is the only livelihood means of the indigenous communities of this area. Local NGOs and international aid agencies have been trying to involve the indigenous communities with alternative income generation activities (UNDP 2009). Due to increased pressure on agriculture, UNDP and NGOs have been trying to get indigenous people established in small and micro businesses of poultry, livestock, local transport, pig rearing and nursery (UNDP 2009). Around 47% of the indigenous population have access to credit while the rest suffer exclusion from the alternative income generations activities as they do not have access to such facilities.

The following selection criteria have been considered for selecting Bandarban as one of the study sites:

- Rural area with indigenous inhabitants
- Most of the people live under extreme poverty
- People's livelihood means is traditional agriculture
- Tourism potential for indigenous culture, handicrafts and natural resources such as lakes and mountains.

1.5 Thesis Objectives and Questions

The main objective of this thesis is to investigate the complex interconnection between rural areas, tourism potential and poverty alleviation. Hence, the thesis will develop knowledge and understanding of the nexus between tourism development and extreme poverty alleviation in context of rural Bangladesh.

In the light of the research problem and the objectives, the focus in the research will be the underlying nexus between tourism development and poverty alleviation in contributing to extreme poverty alleviation in context of rural Bangladesh.

Therefore, the main research question is:

How can tourism development contribute to extreme poverty alleviation in rural Bangladesh?

To address the main question, the crucial roles of Government, NGOs, international development agencies, private tourism organisations and indigenous community leaders in establishing tourism related enterprises is investigated through the following sub-questions:

- 1. What are the current roles of tourism organisations and networks in extreme poverty alleviation in Bangladesh?**
- 2. What are the potential roles of tourism organisations and networks in the development of tourism enterprises in Bangladesh?**
- 3. What current barriers exclude the rural people of Bangladesh from tourism development benefits?**
- 4. What are the potential remedies that can prevent exclusion of rural people from tourism development and contribute to the extreme poverty alleviation in rural Bangladesh?**

1.6 Thesis Methodology

Selection of study sites and collection of data were important factors in compliance with the theoretical underpinnings for this thesis. As discussed earlier that the critical theory paradigm is adopted, study sites selected for this thesis are the rural areas and where most of the people live under extreme poverty and where the sites have tourism potential as well. Snowball sampling technique was adopted in order to find potential respondents. In the study sites, tourism-related small and micro enterprises operated by the rural people, Nishorgo Project of USAID, micro credit programs of NGOs, handicraft training projects of international NGOs, capacity development projects of the UNDP, motels and restaurants of NTO, Folk Arts, Crafts and Cultural Projects of Bangladesh Cultural Department were considered as an initial reference points for qualitative data collection conducted during January 2010 to January 2011.

Under the critical theory paradigm, in-depth interview is suggested for qualitative inquiry in order to understand the social construction of different groups concerned with the phenomenon being investigated (Murray and Ozanne 1991). As a consequence, in-depth interview was the main data collection technique adopted for this thesis. Although the in-depth interviews were unstructured, a set of questions was attached to the introductory letter and consent form so that the interviewee could understand what sort of information questions could be asked of them. In addition, observation and secondary information have been used for this thesis.

Given that the theoretical underpinning of this thesis is the critical theory paradigm, participation of rural poor people as respondents was ensured. Moreover, the researcher collected qualitative data from the local government organisations, NGOs, International organizations and private tourism organisations. After 49 in-depth interviews, the researcher finally confirmed that the information had reached at saturation stage because no new information was evolving from the interviews. As one respondent withdrew herself from interview, a total of 48 interview data have been analysed. The researcher was concerned about the ethical issues regarding the data collection procedure. Prior to contact with stakeholders, permission from relevant organisation authorities and individuals were granted. As the interviews were recorded on a digital voice recorder, prior permission was secured from the interviewees and permission secured before any photographs were taken for research purposes.

After conducting interviews, coding and themes were developed using the computer software NVivo 9, which allowed the researcher to index segments of the text to particular themes. Complex data search and retrieval operations of the software enabled the researcher to find relevant information from the huge amount of data set from forty eight in-depth interview transcripts.

In order to ensure the validity and reliability of the data, interview transcripts were sent to respondents for reading and providing comments. They were requested to make any necessary modification they felt necessary. Transcripts were used for analysis only after signed and returned by the respondents. Some interviewees modified a few parts of their transcripts that, in deed, have helped increase the credibility of the thesis findings.

1.7 Significance of the Thesis

The purpose of this thesis is to understand the relationship between tourism development and poverty alleviation in context of rural Bangladesh. This thesis will supplement the body of academic literature that can support the commitment of using tourism for poverty alleviation in rural context in developing country context.

Significantly, this thesis adopts the critical theory paradigm as this paradigm has the capacity to uncover the reasons that poor people are excluded from any development benefits (Jennings 2001). Moreover, research based on this paradigm considers the act of inquiry as a means to benefit the marginalised, deprived and oppressed groups (Jennings 2001). Given that the context of this thesis is the poor and indigenous people of the rural areas of Bangladesh, all the four study sites selected were the rural areas, where traditional agriculture is the means of their livelihood and most of them live under extreme poverty. All the four sites have tourism potential in terms of nature-based ecotourism, craft museums, indigenous tourism or beach tourism.

In addition to the overall contribution to the tourism development and poverty alleviation literature, this thesis contributes to an understanding of the three-way nexus between tourism development, poverty alleviation and conservation. Understanding the complex connections between the protected areas such as national parks and wetlands, and the potential for ecotourism development and rural poverty alleviation is a novel contribution of this thesis. Similarly, understanding the nexus between indigenous communities and handicrafts, tourism development and rural poverty alleviation is another distinctive contribution of this thesis.

In-depth interview is the common data collection method adopted under the critical theory paradigm. In this case the respondents should include the marginalised, deprived and oppressed groups. One of the significant aspects of this thesis is that out of 48 respondents, half are rural poor people living under extreme poverty and the remainder are from NGOs, local government organisations, aid agencies, officials of National Tourism Organisation, craft organisations and government cultural institutions. This unique combination of respondents representing both the rural poor and the organisations working for the rural poor and tourism development will help provide a more complete understanding the phenomenon investigated.

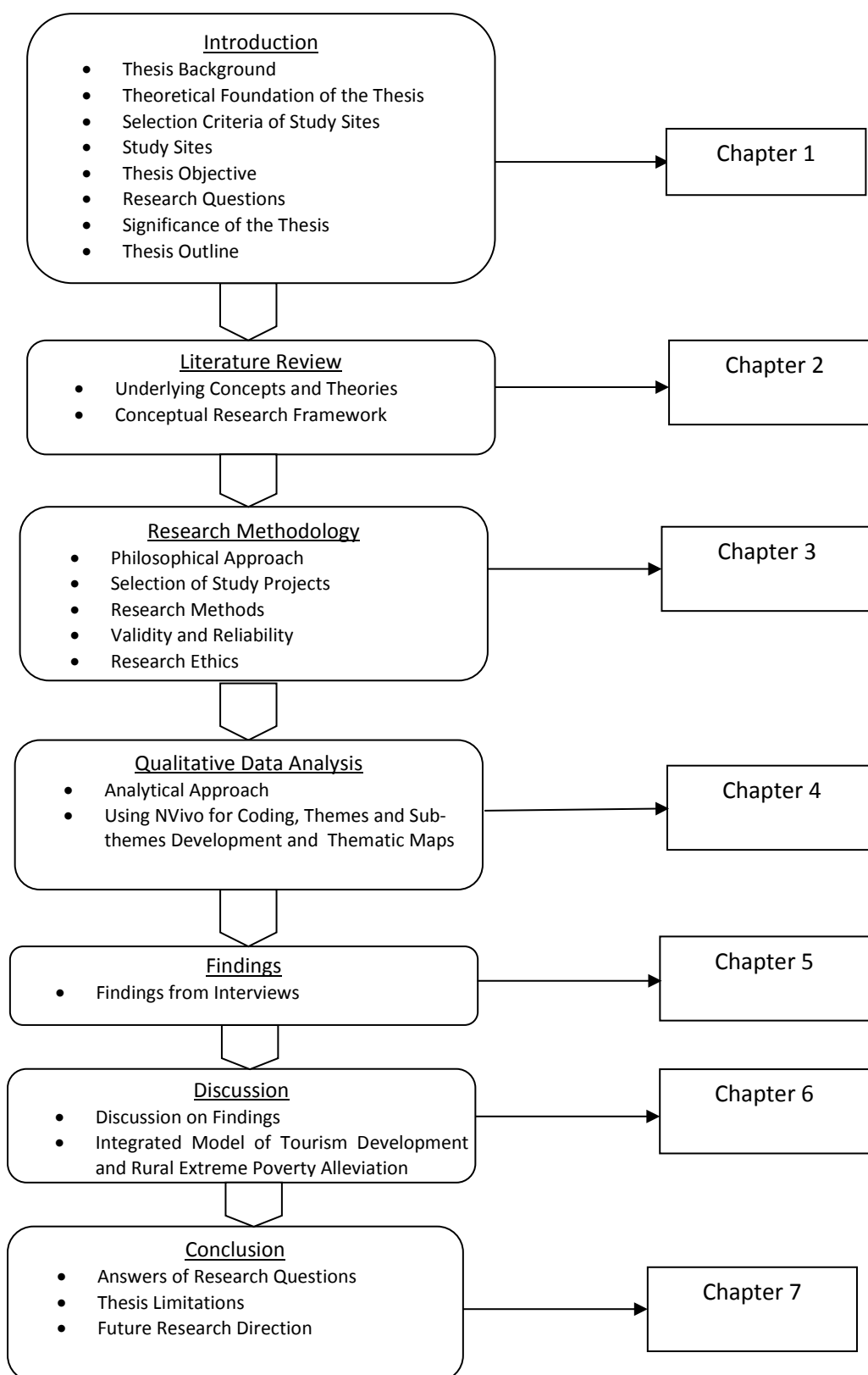
In most of the tourism development and poverty alleviation literature it is evident that the researchers are from a developed countries and the study context is either an underdeveloped or a developing country. However, in this thesis, the context is a rural area of a developing country and the researcher is also from that country. This has given the researcher a unique opportunity to observe and realise the phenomenon from an emic perspective and has ensured credibility and validity of the information gathered. As this thesis is the first ever attempt to understand the nexus between tourism development and poverty alleviation in context of rural Bangladesh, this will act as a baseline for the future researchers in the same and other similar contexts.

1.8 Thesis Organisation

The thesis is presented in seven chapters. **Chapter One** has focused on an overview of understanding the relationship between tourism development and poverty alleviation in rural Bangladesh has been described the main objectives, questions and sub-questions addresses through research, theoretical underpinning, criteria for selection of study sites along with a brief description of each study site. A brief methodology is outlined followed by the significance of this thesis. A summary of the structure of this thesis is presented in Figure 1.12.

In Chapter Two, a literature review provides conceptual foundation on which the methodological framework of the thesis has been built. In doing so, the existing body of knowledge related to tourism and poverty alleviation has been critically appraised. The chapter begins with a review of literature in relation to tourism for development in general and poverty alleviation in particular, followed by a review of different approaches to understanding the roles of stakeholders that are using tourism as a tool for poverty alleviation. In this process, the shortcomings and complexities of stakeholder and network theories are critically reviewed. Three grand theories, Social Exchange (Homans 1958), Stakeholder Identification and Saliency (Mitchell, Angle, and Wood 1997) and Social Network (Mitchell 1973) are reviewed in order to develop a proposed research framework for tourism organisations development and rural poverty alleviation. In addition, the roles of tourism and related organisations involved in contributing to poverty alleviation in a rural context have been reviewed.

Figure 1.12: Thesis Organisation



The proposed research framework drawn from extant literature forms the basis for consideration of an appropriate, valid and reliable methodological framework for the

research. In **Chapter Three**, a methodology is described to implement and delimit the research framework in the thesis. The chapter commences with a philosophical underpinning in social research and an argument as to why the critical theory paradigm is most appropriate in addressing the research questions. This is followed by an explanation of the selection of tourism-related projects from whence the data is collected. The next section describes the methodology and fieldwork procedures used to collect data by means of 49 in-depth interviews. Validity and reliability issues are addressed in the chapter as well. The chapter concludes with ethical considerations with regard to the use of in-depth interviews and related issues.

In **Chapter Four**, an outline is presented of the analytical process followed for converting raw data into findings. In the first section of the chapter, the interview schedule and demographic characteristics of participants are specified, followed by explanation of the analytical approach used for converting raw data into findings, along with the development of coding, themes and sub-themes. Finally, the chapter concludes with a display of thematic maps that help understand the relationships between codes, themes and sub-themes.

Chapter Five is dedicated to outlining the results of the interviews with respondents. The chapter commences with a discussion of tourism development barriers and prospects in the context of rural Bangladesh, followed by a discussion of the links between the tourism-related organisations and their roles in tourism development and poverty alleviation. Present relations between the relevant organisations are discussed, with identification of key roles for tourism development and poverty alleviation in rural Bangladesh outlined. The discussion is based on tourism-related programs singly and/or jointly undertaken by different organisations. The personal, political and financial networks in connection with the each program are considered. Finally, the chapter concludes with the outlining of barriers that restrict the rural poor from getting involved in tourism either in terms of employment or tourism-related small and micro businesses from the perspective of the respondents.

Chapter Six is based on the previous findings as well as the extant literature discussed in Chapter Two. The chapter commences with the tourism development

barriers and prospects in the context of rural Bangladesh and the present links between the tourism-related organisations has been delineated. These follow the discussion of barriers preventing the poor from being involved in tourism and the possible remedies to overcome those barriers as well in context of rural Bangladesh. Finally, the chapter concludes with the presentation of an integrated model of tourism development and rural extreme poverty alleviation.

Chapter Seven, the implications of thesis findings for tourism development and extreme poverty alleviation in the context of rural Bangladesh are summarised. The chapter draws conclusions regarding the research-sub questions and main research question based on the findings, integrated model and the extant literature. Thesis limitations have been acknowledged in this chapter followed by some suggested directions for future research.

CHAPTER TWO

Literature Review

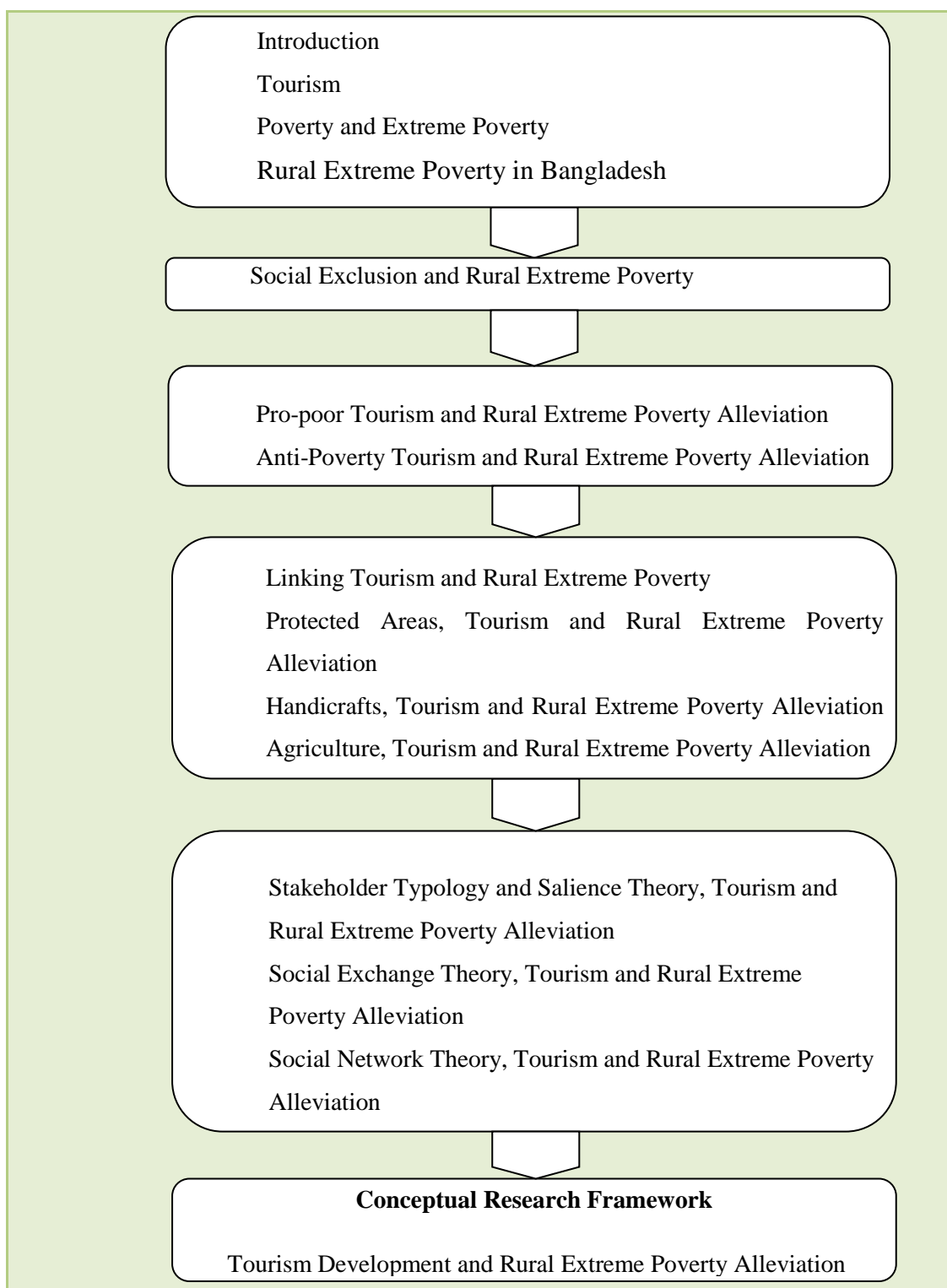
2.1 Introduction

In this chapter, a review of literature related to tourism development and poverty alleviation with an emphasis on recent developments and challenges encountered by tourism scholars is conducted. The critical appraisal of previous research has helped identify the research gaps which, in turn, have provided scope for wider understanding in the context of rural Bangladesh.

A literature review should follow a structure where each section leads to the next and becomes specific and relevant to the main research question (Marshall and Rossman 1999). Thus, the literature review chapter in this thesis is structured in compliance with the main research question: *How can tourism development contribute to extreme poverty alleviation in rural Bangladesh?* The organisation of literature review chapter is presented in Figure 2.1.

The chapter begins with a definition of the key term tourism. As the main objective in this thesis is to understand the nexus between tourism development and extreme poverty alleviation of rural Bangladesh, poverty and extreme poverty have been defined. As the study participants in this thesis are the poor people and indigenous communities of rural areas, literature on social exclusion has been considered in this thesis in order to understand the potential for tourism development and rural extreme poverty alleviation.

A pro-poor tourism approach and Zhao and Ritchie's (2007) integrated framework suggested for 'Anti-Poverty Tourism' have been critically appraised in terms of rural extreme poverty alleviation. Critical review of current literature related to tourism development and extreme rural poverty alleviation in relation to protected areas, rural handicrafts and rural agriculture follows. Finally, three grand theories: Social Exchange (Homans 1958); Stakeholder Identification and Saliency (Mitchell, Angle, and Wood 1997) and Social Network (Mitchell 1973) have been discussed in order to develop a conceptual research framework.

Figure 2.1: Organisation of Literature Review Chapter

2.1.1 Tourism

The history of travel and tourism embraces a vivid past (Baum 1996). People travel from one place to another for a number of reasons including leisure, recreation,

visiting friends and relatives, business, health treatment, religion and events (Weaver and Lawton 2002). Researchers, international organizations, government agencies and individual businesses have tried to define tourism in terms of its scope, function, nature and purposes (Weaver and Lawton 2002). As the researchers, international organizations, government agencies and individual businesses have defined tourism in order to satisfy their own requirements, there is no single definition of tourism on which everyone can be agreed upon (Smith 1988; Weaver and Lawton 2002). According to McIntosh and Goeldner (1990, p.4):

Tourism may be defined as the sum of phenomena and relationships arising from the interaction among tourists, business suppliers, host government and host communities in the process of attracting and hosting these tourists and other visitors.

In the above of definition of tourism given by McIntosh and Goeldner (1990) the presence of stakeholders and their interconnection has been highlighted, whereas; the important aspects such as tourist activities and the commercial side of tourism have been bypassed. Smith (1988) has defined tourism highlighting the commercial side. According to Smith (1988, p. 183):

Tourism is the aggregate of all businesses that directly provide goods or services to facilitate business, pleasure, and leisure activities away from the home environment.

Development of tourism has been popularised since the industrial revolution and with the rapid advancement of transportation sector there became a radical change from a minor elite to mass tourism (Baum 1996). As a consequence, tourism scholars and international organisations such as the United Nations World Tourism Organisation (UNWTO) have tried to define tourism broadly in terms of its scope, nature, functions and purposes. The UNWTO has defined tourism in a broad way considering some components such as tourist activities, length of staying and precondition to qualify as a tourist (UNWTO 2011). According to the UNWTO (2011, p. 14)

The activity of people temporarily away from their usual environment for a period not exceeding 1 year, and for virtually any purpose of travel, with the following exceptions: persons visiting a place for the purpose of earning money during their visit, and students in long-term programs (1 year or more, even though they may periodically return home) are not considered to be engaged in tourism. Similarly,

members of the diplomatic corps and members of the military while travelling in their official capacity are not considered to be engaged in tourism. Also, refugees and nomads are not counted as visitors.

This definition of tourism has been accepted by most UNWTO member countries where the activities of the tourists and the prerequisites for qualifying a tourist have been well defined (UNWTO 2011).

2.1.2 Poverty and Extreme Poverty

Poverty is a general term describing living conditions of human beings that are detrimental to health, comfort and economic development (Elvidge et al. 2009). Although poverty is measured by economists and social researchers using two dimensions, the absolute or relative standard, sometimes called minimal-living standard or an income-distribution standard, it is generally understood by use of median income levels (O'Boyle 1999). In the Millennium Development Goals (MDGs) program of the United Nations, poverty has been measured considering the absolute levels of per capita income. According to MDGs an income to \$2 per day (\$730 per year) is treated as the moderate poverty line and \$1 per day as the extreme poverty line (UN 2008). In 2005 the extreme poverty line has been set by the United Nations at the new baseline of \$1.25 a day (UN 2009).

However, due to its multidimensional nature and complexity, researchers have tried to define the term poverty in various ways and have proposed numerous tools in order to measure it (Elvidge et al. 2009; von Moltzahn and Durrheim 2008; Sen 1976; Yunus 2007). Sen (1976) has argued for the capabilities of human beings (e.g. education, good health and freedom) being used to conceptualize and measure poverty. Similarly, researchers have attempted to consider diverse indices that add to, or substitute for, income level, life expectancy, food intake, formal education, literacy rates, employment, quality of housing, access to services, health and provision to public goods that have been used to clarify the meaning of poverty (von Moltzahn and Durrheim 2008). At the UN's World Summit on Social Development in 1995, the Copenhagen Declaration described poverty in a more comprehensive way. According to the UN's Copenhagen Declaration (1995, p. 1):

Poverty has various manifestations, including lack of income and productive resources sufficient to ensure sustainable livelihoods; hunger and malnutrition; ill health; limited or lack of access to

education and other basic services; increased morbidity and mortality from illness; homeless and inadequate housing; unsafe environments and social discriminations and exclusion.

Also, The World Bank has explained poverty in terms of various aspects such as income and consumption levels, social factors, vulnerability to risks and sound socio-political conditions (Elvidge et al. 2009). Thus, income is treated as one effective indicator of poverty but consideration of other dimensions is necessary in order to get a wider picture of the term.

According to the World Bank report of 2009, approximately 42% or 2.6 billion people in the world live in poverty (Elvidge et al. 2009). In 2005, the World Bank's estimates show that 1.4 billion people in developing countries were living in extreme poverty on less than \$1.25 a day (UN 2008). South Asia has the major incidence of the world's poor who fail to achieve a minimum level of income, consumption and nutrition and have very limited access to health and education services (UN 2009). In this region, 43% of the total population lives in extreme poverty compared to 14% in East Asia, 24% in Latin America and 39% in Sub-Saharan Africa (UN 2008).

2.1.3 Rural Extreme Poverty in Bangladesh

As a less developed country in the South Asian region, Bangladesh confronts difficult challenges in alleviating poverty. Generally, poverty is measured in two different ways in Bangladesh; one is Food Energy Intake (FEI) and another is Direct Calorie Intake (DCI). People who take under 2122 kilo calories of food are treated as absolute poor and those who take under 1805 kilo calorie are treated as extreme poor (BESR 2007). However, as a member country of the UN, Bangladesh has accepted the MDGs program and the baseline of extreme poverty line is considered \$1.25 a day as set by the UN (BESR 2007).

In Bangladesh around 80% of the total population live in rural areas and 40% of the total population are poor. Also, 25.1% of the total population live under conditions of extreme poverty that is less than \$1.25 a day (BESR 2007) and among the rural population 53% are extremely poor (BBS 2011). Generally, the extreme poor of rural Bangladesh are deprived from the minimum standard of healthcare, nutrition and education, pure drinking water and sanitation services (BBS 2011). Lack of sufficient skills, assets and access to the financial resources has restricted the potential earning

opportunities such as employment in non-farm sector and self-employment in rural Bangladesh (Yunus 2007).

However, with its divergence concepts and multidimensional measurement tools, the main factor contributing to extreme poverty in rural Bangladesh is considered to be the socioeconomic system of the country (Yunus 2007). The conventional credit system of the banks and government department where collateral security is a prerequisite is considered as serious obstruction for the rural poor in Bangladesh. They do not have access to the financial institutions such as banks and government co-operatives as it is difficult for them to raise collateral security in order to get credit (Yunus 2007). Arguably, it is questionable whether the rural and indigenous people living under extreme poverty and who struggle for their minimum daily calorie intake could ever raise collateral security to get credit facility from the banks under the current socio-economic system.

Yunus (2007) has argued for the strategic redesign of these institutions considering the rural poor people living under extreme poverty along with policies that better serve deprived or marginalised groups. Access by poor people, particularly the rural poor of Bangladesh, to the financial institutions in terms of micro credit is necessary in order to increase the number of tourism-related small and micro enterprises (Yunus 2007). Despite the fact that the rural poor living under extreme poverty are unable to raise collateral security, they may still qualify for getting credit. Yunus (2007) also argues that, if motivated and trained, the rural poor are capable of utilising micro credit opportunities to form small and micro enterprises that can help them get out of extreme poverty.

2.2 Social Exclusion and Rural Extreme Poverty

As the theoretical underpinning in this thesis is the critical theory paradigm, there is scope to investigate the tourism and rural extreme poverty alleviation nexus in terms of social exclusion. As a consequence, it is necessary to review social exclusion literature discuss differences and commonalities in the extant research.

Renowned sociologist Peter Townsend first used the term 'social exclusion' early in the 20th century in order to explain the definition of poverty (Saunders and Wong 2009). Townsend (1979, p. 31) has defined poverty as:

Individuals, families and groups in the population can be said to be in poverty when they lack the resources to obtain the type of diet, participate in the activities, and have the living conditions and amenities which are customary, or at least widely encouraged, in the societies to which they belong. Their resources are so seriously below those commanded by the average individual family that they are, in effect, excluded from ordinary living patterns, customs and activities.

Townsend has perceived poverty or deprivation not only as a lack of resources but also as a situation in which individuals are deprived or excluded from ordinary living patterns and other social activities such as participation, land rights and access to information. The underlying assumption of Townsend's definition on poverty is deprivation and that is a consequence of a lack of resources such as inadequate income or lack of employment that excludes individuals or certain groups from leading a minimum living standard generally recognized in the society.

Although the terms social exclusion, deprivation and poverty have been used interchangeably, the concepts of poverty, deprivation and social exclusion are not synonymous (Barnes 2005). According to Barnes (2005):

Poverty is a lack resources (primary income) necessary to achieve a minimum standard of physical subsistence in society measured at a point in time.

Deprivation is a lack of financial and economic non-income material resources such as household amenities and quality of housing, necessary to achieve a minimum living standard in the society.

Social exclusion refers to the multi-dimensional and dynamic process of being shut out, fully or partially, from the economic, social and cultural systems that determine the social integration of a person in society.

Social exclusion has a broader meaning than deprivation and poverty and social scientists have seen social exclusion as a way of studying poverty from new and wider perspectives (Barnes 2005; Townsend 1979). The common feature they possess is the absence of opportunity, items or activities that are considered as essential in order to maintain a livelihood (Townsend 1979). However, both deprivation and social exclusion terms were used to recognize poverty from a wider perspective (Townsend 1979), as depicted in Table 2.1.

Table 2.1: Comparison of Poverty, Deprivation and Social Exclusion

Poverty	Deprivation	Social Exclusion
One-dimensional	Multi-dimensional	Multi-dimensional
Physical needs	Physical needs Material needs	Physical needs Material needs Societal participation
Distributional	Distributional	Distributional Relational
Static	Static	Dynamic
Individual Household	Individual Household	Individual Household Community

Source: Barnes 2005, p. 16.

Commins (2004) argues that distinction between poverty and social exclusion represents a three-fold change in perspectives (see Table 2.2); (i) from an income-related aspect to multidimensional disadvantages, (ii) from a static account of disadvantages to the analysis of dynamic processes by which conditions of disadvantage come about; and (iii) from a focus on individuals and households to a recognition of wider economic and social context.

Table 2.2: Change in Perspective from Poverty to Social Exclusion

Poverty	Social Exclusion
Income related poverty	Multidimensional disadvantage
Static accounts of disadvantage	Dynamic processes by which conditions of disadvantage come out
Focus on individuals and households	Recognition of wider economic and social context

Source: Commins 2004, p. 68.

In 1995 the European Foundation has defined social exclusion in the following way:

Social exclusion is a process through which individuals or groups are wholly or partly excluded from full participation in the society in which they live.

The main focus of this definition is on the process of social exclusion that, in fact, excludes the individual and groups from involvement in a society where they live. However, researchers have emphasized multiple deprivations in order to describe the key features of social exclusion (de Haan and Maxwell 1998). According to de Haan and Maxwell (1998, p. 2):

Social exclusion may take the form of, or result in, an income markedly lower than that customary in the society, failure or inability to participate in social and political activities, or otherwise a life in the margins. The poor are excluded, but so are the old, the homeless, the disenfranchised, the mentally ill, and the culturally alienated.

Saunders and Wong (2009) have argued that social exclusion can happen in three broad areas such as (i) *Disengagement* - lack of participation in social and community activities; (ii) *Service exclusion* - lack of access to key services when needed; and (iii) *Economic exclusion* - restricted access to economic resources and low economic capacity.

Individuals or any of group of a society can be excluded from a wide range of opportunities and that can be the cause of extreme poverty (Silver 1995). According to Silver (1995, p. 541) individuals or a group of people may be excluded from the following opportunities or benefits:

A livelihood; secure, permanent employment; earnings; property, credit or land; housing; minimal or prevailing consumption level; education, skills, and cultural capital; the welfare state; citizenship and legal equality; democratic participation; public goods; the nation or dominant race; family and sociability; humanity, respect, fulfilment and understanding.

In a broader sense, the key areas for exclusion can be human rights such as democratic and legal rights; access to the labour and product markets, land rights, credit facilities. And relationships such as lack of support from family, community and organisations (de Haan and Maxwell 1998) (see Table 2.3).

In developing countries, the concept of poverty has an economic dimension whereas social and political dimensions have not been explicitly stated (Bhalla and Lapeyre 1997). However, in social exclusion literature, economic, social and political dimensions are explicitly stated (Bhalla and Lapeyre 1997). Thus, researchers have argued that social exclusion is context specific (de Haan and Maxwell 1998).

Table 2.3: Arenas and Elements of Social Exclusion

Key arenas	Elements
Rights	Human Legal/Civic
Resources	Human and social capital Labour Markets Product markets State Provision Common property resources
Relationships	Family networks Wider support networks Voluntary organisations

Source: de Haan and Maxwell (1998, p. 3).

Rural poor in the South Asian region have less access to the labour and product markets and lack of a relationship or network with other organisations of the society such as government departments, NGOs, international organisations or the elites and dominant landlords of the society (de Haan and Maxwell 1998). In terms of gender and ethnicity, exclusion of rural poor women and indigenous communities from labour and product markets is extreme (de Haan and Maxwell 1998).

In the developing country context the economic, social and political factors are considered as broader dimensions of social exclusion. Under these dimensions people are excluded from various opportunities that essentially are required to fulfil their basic needs and hence live in a society (Barnes 2005; Bhalla and Lapeyre 1997; de Haan and Maxwell 1998; DFID 2005; Gore 1993; Kabeer 2006; Sen 1975; Sen 1976 (see Table 2.4). Consideration in absolute terms of poverty measures such as income, employment and self-employment opportunities is evident in tourism and poverty alleviation relationship literature (Ashley and Roe 2002; Christie 2002; Kirsten and Rogerson 2002).

Table 2.4: Dimensions of Social Exclusion in Developing Country Context

Key Dimensions of Social Exclusion	Exclusion From
The Economic Dimension	Income Employment and labour Capital Supply chain Micro Credit Leasing Land Rights Infrastructure Transport
The Social Dimension	Housing Shelter Safety and security Education Training Welfare Health Participation in decision-making Information Knowledge Culture Network
The Political Dimension	Personal security Rule of law Freedom of expression Political participation Equality of opportunity Community leadership Government programs, planning and policy

Sources: Barnes 2005; Bhalla and Lapeyre 1997; de Haan and Maxwell 1998; DFID 2005; Gore 1993; Kabeer 2006; Sen 1975; Sen 1976.

However, social and political aspects of poverty are important dimensions that can help conceptualise poverty more widely (Barnes 2005; Kabeer 2006; Mathieson et al. 2008). The social exclusion concept considers factors that prevent people from participating in various forms of social, economic, cultural and political activities (Barnes 2005; Kabeer 2006). As the social exclusion concept considers economic, social and political dimensions of poverty (Barnes 2005), the nexus between tourism development and poverty alleviation should be investigated through the social exclusion literature. Hence, the social exclusion concept will help provide an

alternative framework, as well as a wider focus, in understanding tourism development and extreme poverty alleviation in the context of rural Bangladesh.

Given the context of rural Bangladesh, researchers have found that people are excluded from the social programs such as health services, education, immunization, safe water and sanitation of the NGOs and Local Government Departments (Rahman and Razzaque 2000). Moreover, rural people are deprived of the micro credit programs of the NGOs as most of the NGOs are less interested in providing micro credit facilities to the people of rural areas living under extreme poverty (Rahman and Razzaque 2000). NGOs are more interested in those who are better off and have loan servicing capability (Rahman and Razzaque 2000).

Appraisal of social exclusion literature in this thesis can help identify the reasons why rural people are excluded from tourism development that have been neglected in previous tourism-poverty alleviation literature. Subsequently, the role of the government, NGOs, international aid agencies, private tourism organisations and community leaders can be examined to determine whether their present roles and activities can be a cause of social exclusion of the rural poor from tourism development. In turn, this will help clarify aspects of social exclusion while, simultaneously, indicating means of inclusion through involving rural people living under extreme poverty in tourism development process.

2.3 Pro-poor Tourism and Rural Extreme Poverty Alleviation

Since the 1960s, the dramatic growth of tourism in the form of conventional mass tourism has moved the industry forward in spite of the socio-cultural and economic conditions of the poor people in developing countries (Mowforth and Munt 2009). Tourism researchers have perceived that poor people in developing countries are deprived of benefits derived from tourism (de Kadt 1979; Harrison and Schipani 2007) which has helped encourage the consideration of tourism as a development option (Harrison and Schipani 2007; Hyma and Wall 1979).

The development role of tourism was first argued in the 1970s as a way of using tourism for poverty alleviation in developing countries (de Kadt 1979; Harrison and Schipani 2007). With the new philosophy of Pro-Poor Tourism (PPT) the United Kingdom's Department for International Development (DFID) formulated a strategic

initiative in the late 1990s to combat poverty by harnessing the power of tourism (Holden 2008). Ashley, Roe and Goodwin (2001, p.2) have defined pro-poor tourism as “Tourism that generates net benefits for the poor. Benefits may be economic, but they may also be social, environmental and cultural”.

PPT strategies (see Table 2.5) aim to unlock opportunities as a means to achieving economic benefits, enhancing non-financial benefits and creating partnership and participation opportunities for the poor people (Ashley, Roe and Goodwin 2001).

Table 2.5: Pro-poor Tourism Strategies

Increase Economic Benefits	Enhance Non-financial Livelihood Impacts	Enhance Participation and Partnership
1. Boost local employment and wage	1. Capacity building, training	1. Create more supportive policy/planning framework
2. Boost local enterprise opportunities	2. Mitigate environmental impacts	2. Increase participation of the poor in decision-making
3. Create collective income sources--fees, revenue shares	3. Address competing use of natural resources	3. Build pro-poor partnerships with private sector
	4. Improve social, cultural impacts	4. Increase flows of information, communication
	5. Increase local access to infrastructure and services	

Source: Ashley, Roe and Goodwin 2001, p. 11.

Creation of employment and self-employment opportunities for the poor people are considered as the most effective way of achieving economic benefits (Ashley, Roe and Goodwin 2001). Under PPT, training for the poor people has been suggested in order to ensure human resource development. Sustainable use of natural resources has been recommended to achieve destination competitiveness (Ashley, Roe and Goodwin 2001). Researchers have emphasized the managing of the negative impact of tourism on social and cultural factors in order to ensure livelihood benefits for the poor (Ashley, Roe and Goodwin 2001). In the tourism development process, the participation of poor people in decision making, partnership among the tourism-

related organisations and the poor people's right to get information have also been suggested in order to ensure enhanced participation (Ashley, Roe and Goodwin 2001). PPT practitioners advocate placing the poverty issue on the tourism agenda to maximize tourism benefits to the poor (Ashley 2000; Goodwin 2000; Roe and Khanya 2001).

However, despite its aim to increase net benefits from tourism to the poor, the practicability of the PPT approach is yet to be achieved in different contexts (Harrison 2008; Scheyven 2007; Torres and Momsen 2004). There are several critical factors that can either constrain or facilitate progress in PPT (see Table 2.6). These include market access opportunities for the poor, product quality, price, attractiveness of rural destinations, necessary support from the government in policy frameworks and the challenge of implementing the approach (Ashley, Roe and Goodwin 2001).

Table 2.6: Factors that Constrain or Facilitate Progress in PPT

Access of the poor to the market	Commercial viability	Policy framework	Implementation challenges
1. Physical location 2. Economic elites 3. Social constraints	1. Product quality and price. 2. Marketing 3. Strength of broader destination	1. Land tenure 2. Regulatory context 3. Planning process 4. Govt. attitude and capacity	1. Filling the skill gap 2. Managing costs and expectations 3. Maximizing collaboration

Source: Ashley, Roe and Goodwin 2001, p. 18.

Moreover, due to social and economic inequality between tourism-related enterprises and the poor in developing countries, the relationship between them has become a complex issue (Britton 1982; Brohman 1996). Inequalities in terms of knowledge, wealth, land rights and human capabilities have made the poor people's inclusion in tourism a complicated process (Harrison 2008; Mowforth and Munt 2009). Tourism development, as framed by the UNWTO, is presented as a problematic process because of the potential conflict between poverty alleviation and liberalization of the

tourism industry (Ferguson 2007). Moreover, it is evident that of the attitudes of those involved in some projects in making tourism work for the poor is ambivalent (Spenceley and Goodwin 2007). The PPT pilot projects in Southern Africa indicate that the rural poor can benefit through tourism development in terms of employment or self-employment opportunities forming small and micro tourism-related business (Ashley 2000). Whereas, in the case of Quintana Roo in Mexico, Torres (2003) found that although the elites and wealthy entrepreneurs have benefitted from tourism development, backward linkages between the rural poor and tourism-related organisations have not been achieved. Rural poor farmers have failed to sell their agriculture produce to the tourism organisations and hence, have been excluded from the benefits of tourism development (Torres and Momsen 2004).

However, the key organisations working for implementing PPT practices, such as the Overseas Development Institute (ODI), Department for International Development (DFID) and International Institute for Environment and Development (IIED), have emphasized aspects of the development and support to small and micro tourism-related enterprises and linkages with other economic sectors, particularly agriculture and fisheries (Goodwin, Roe, and Ashley 2004). Tourism researchers have urged more attention to the practicability of these linkages with other economic sectors (Zhao and Ritchie 2007).

Given that poverty is multidimensional, understanding of the phenomenon is always challenging in that it requires taking into account a wide range of factors such as economic, socio-political, cultural and environmental (Zhao and Ritchie 2007). Similarly, tourism development is context specific and tourism in rural areas in developing countries is different from that of urban areas (Amato and Zuo 1992; Shaw and Williams 1994). Hence, understanding the tourism and poverty alleviation nexus in terms of rural Bangladesh is a useful mission in the current study.

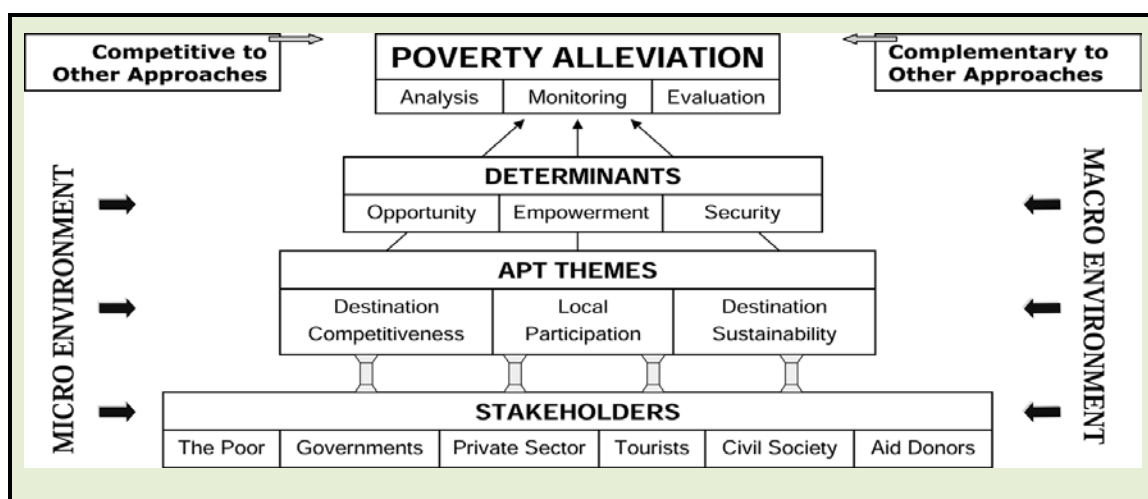
2.4 Anti-Poverty Tourism and Rural Extreme Poverty Alleviation

In order to overcome the gap between research and practice regarding tourism and poverty alleviation, Zhao and Ritchie (2007) have suggested a systematic, comprehensive and more coherent approach named Anti-Poverty Tourism (APT) (see Figure 2.2). In their Anti-Poverty Tourism Framework, Zhao and Ritchie (2007)

have emphasized practicability of poverty alleviation through tourism development. The fundamental part Zhao and Ritchie's Anti-Poverty Tourism Framework is the four-level hierarchical ladder that constitutes the process of poverty alleviation through tourism development.

The lower level factors are considered as Stakeholders, APT Themes and Determinants and the upper part of the framework represents the competitive or complementary nature of poverty alleviation (Zhao and Ritchie 2007). Subsequently, the dynamic effects that micro and macro environmental factors have on the process are acknowledged (Zhao and Ritchie 2007).

Figure 2.2: An Integrative Framework for Anti-poverty Tourism Research



Source: Zhao and Ritchie (2007, p. 122).

Despite suggesting a framework for APT, the process is inconclusive because of the multidimensional nature of poverty and context of tourism development (Scheyvens 2011). However, the integrative framework for anti-poverty tourism has helped generate interest among the tourism researchers regarding the clarification of the scope of research problem related to tourism development and poverty alleviation (Pearce 2012; Scheyvens 2011).

Zhao and Ritchie's (2007) APT framework starts with the factor 'stakeholders', where poor people have been considered as one of the stakeholders along with government, private sector tourism organisations, civil society and the donor agencies. The poor people can be treated as stakeholders by the government and aid

agencies as these organisations usually work for poverty alleviation (Scheyvens 2011). However, it is unlikely that the people of the rural areas living under extreme poverty will be treated as stakeholders by the tourism-related private organisations that are the major source of employment generation (Scheyvens 2011). As private tourism organisations are the main employment generator in the tourism sector, their consideration regarding the poor people for employment in tourism-related organisations is necessary (Scheyvens 2011). If private tourism organisations do not consider the rural poor as stakeholders, there is every possibility that the economic exclusion of rural poor will be reinforced. Despite the fact that poor people are considered as stakeholders by the government, civil society or donor agencies, it is important to know whether their present roles are adequate enough to include the rural poor living under extreme poverty in tourism development process and, thereby, extend tourism benefits to them.

At the second level of the ladder, Zhao and Ritchie have demonstrated three anti-poverty themes; destination competitiveness, local participation and destination sustainability (Zhao and Ritchie 2007). However, in practice achieving destination competitiveness, ensuring local participation and maintaining destination sustainability simultaneously is difficult unless the context is taken into consideration (Tosun 2001). In terms of rural areas of developing countries, most destinations are nature-based such as national forests, wetlands, sea beaches, hills and streams (Hall and Page 2000). When developing tourism revolves around the natural resources in developing countries, national forests and wetlands are declared as protected areas and access by rural and indigenous people is restricted (Islam and Carlsen 2012). In fact, the rural poor and indigenous people are inherently marginalised in order to achieve destination competitiveness in rural areas.

Indigenous communities in the South Asian region have less access to the labour and product markets and lack a relationship and network with government departments, NGOs, international organisations and dominant landlords (de Haan and Maxwell 1998). In terms of gender and ethnicity, exclusion of indigenous communities from labour and product markets is extreme (de Haan and Maxwell 1998). Researchers have found that, in the developing nations, indigenous communities are excluded from social programs such as health services, education, immunisation, safe water

and sanitation of the NGOs and Local Government Departments (Rahman and Razzaque 2000). Moreover, they are deprived of micro credit programs as most of the NGOs are less interested in providing micro credit facilities to the indigenous communities living under extreme poverty (Rahman and Razzaque 2000).

Under such circumstances, when the rural poor and indigenous communities do not have any alternative income generation opportunities they need to continue illegal logging, hunting and collection of firewood, building materials, medicinal plants and fruits (Islam and Carlsen 2012). These illegal activities are a serious threat to the achievement of destination sustainability. In this part of the framework, Zhao and Ritchie (2007) have suggested the need for 'opportunity' for the poor people in terms of paid employment or self-employment from selling goods and services to the tourism sector. However, in rural areas where people are physically marginalised due to an underdeveloped infrastructure and, hence, are unable to bring their produced agricultural produce into the market, the practicability of Zhao and Ritchie's APT framework becomes questionable.

Zhao and Ritchie (2007) have suggested three components in the third level of their framework; 'opportunity', 'empowerment' and 'security'. Capacity building through training in terms of human resource development is the key that can create employment opportunity for the poor in place of any charity-based support (Ashley, Roe and Goodwin 2001). However, in a developing country's context, where rural poor are excluded from employment opportunity in tourism organisations, who should take this responsibility to contribute to human resource development is an issue that needs to be identified. In the rural areas of developing countries, the majority of the poor are marginalised in terms of economic, social and cultural rights (Barnes 2005; DFID 2005; Kabeer 2006). Most poor people in rural areas of developing countries are deprived of the basic needs such as food, health, education, knowledge, land rights, shelter, safety and security (de Haan and Maxwell 1998; Sen 1976). Although Zhao and Ritchie (2007) have suggested empowering the poor in terms of decision making in the tourism development process, this seems impractical in the context of rural areas of a developing country. Despite the fact that participation can generate benefits to tourism development as well the local people (Ashley, Roe and Goodwin 2001), how participation of the rural poor can be ensured

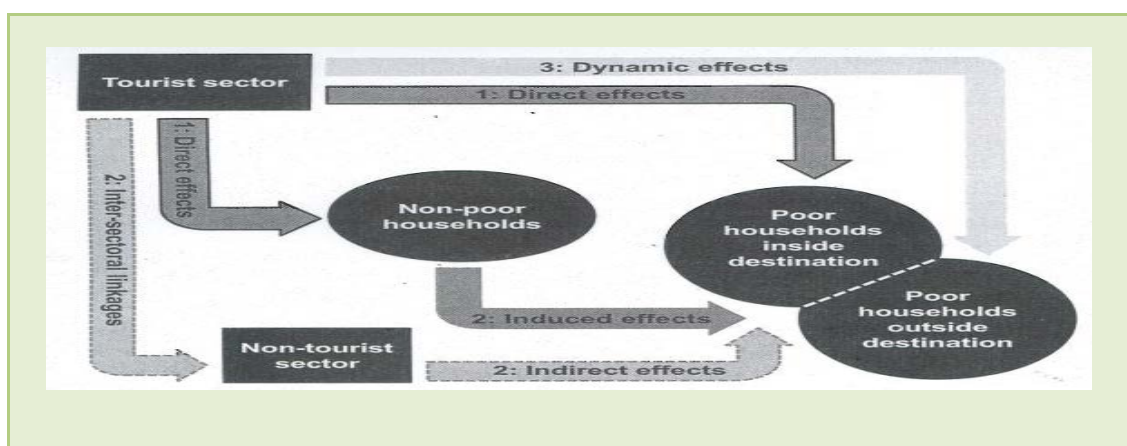
is another issue when they are marginalised and live under extreme poverty and daily calorie intake is extremely limited than the requirements.

However, the relationship between tourism development and poverty alleviation needs to be understood in terms of the context and the root causes of poverty that result in social exclusion or marginalisation. Here the context is rural areas where there is tourism potential and the study participants are rural people who are excluded in terms of economic, social, political, cultural and physical reasons and that lead them to continue to live under extreme poverty. Under these circumstances, understanding tourism development and poverty alleviation is necessary to restrict the rural poor from social exclusion while simultaneously creating opportunities to include them in the tourism development process in order to contribute to the poverty alleviation in the developing countries.

2.5 Linking Tourism and Rural Extreme Poverty

Somewhat surprisingly, research is limited regarding the formalizing of links between poverty alleviation and tourism in order to generate tangible benefits for the poor (Thomas, Shaw, and Page 2011). Researchers acknowledge that there is a need for detailed and contextual analyses about poor people's involvement opportunity in tourism-related organizations (Thomas, Shaw, and Page 2011). Mitchell and Ashley (2010) have conceptualized three pathways by which the benefits (or costs) of tourism can be transmitted to the poor. These pathways include direct effects, indirect effects and dynamic effects (see Figure 2.3).

Figure 2.3: Three Pathways of Tourism Benefits for the Poor



Source: Mitchell & Ashley, 2010, p. 25.

According to the Mitchell and Ashley (2010), direct effects occurs when poor people have opportunities to be involved as workers in hotels and restaurants, taxi drivers, tour operating, campsites, canteens or tea shops. However, direct effects have some negative impacts of the livelihood of poor people that need to be identified as well (Goodwin 2007). For example, coastal development can obstruct local fishermen from accessing the main source of their livelihood and declaration of protected areas can restrict indigenous communities' access to sources of their livelihoods (Goodwin 2007; Islam and Carlsen 2012). Indirect benefits are conceptualized as supply chain linkages, such as food sales to restaurants and induced effects are considered as secondary effects of tourism on the poor (Mitchell and Ashley 2010).

Workers spending their earnings locally generate further income and, thereby, indirectly benefit the poor households (Mitchell and Ashley 2010). Tourism development can have an important dynamic impact on the markets and public goods one which may determine the wider opportunities or constraints faced by the poor (Mitchell and Ashley 2010). Improvement in human resources, economic diversification and infrastructure development by the government so as to develop tourism can potentially act as a catalyst for changes that benefit the poor (Mitchell and Ashley 2010).

Constructive linkages among the tourism organizations and the poor are well acknowledged as a basis for expanding the benefits of tourism to the poor (Dimoska 2008). Linkages, particularly between the poor and the tourism organizations in impoverished destinations, are crucial to recognizing and developing a strong relationship between tourism and poverty reduction (Simpson 2008). The enhanced contribution of tourism can be recognised provided the practical issues related with tourism and rural poverty can be well understood through academic research (Harrison 2008).

Tourism scholars and international tourism-related organizations have been trying to find relationship opportunities between tourism and the poor through employment, supply of tourism-related goods and services, direct sales of goods and services to the tourists and possibilities for operating small and micro tourism related enterprises at impoverished tourist destinations (Sharpley and Naidoo 2010). However, extant research is surprisingly inadequate in demonstrating the links between poverty

reduction and tourism that can generate tangible benefits for the poor (Thomas, Shaw, and Page 2011). Researchers acknowledge that there is a need for detailed and contextual analyses of opportunities for poor people in tourism-related activities (Thomas, Shaw, and Page 2011).

In rural Bangladesh, tourism revolves around protected areas, small and micro tourism enterprises, handicrafts and indigenous people. In order to unlock opportunities for poor people in rural Bangladesh, the relationship among established tourism organisations and the development of existing tourist sites and potential tourist areas will be of paramount interest for those contributing to poverty alleviation in the country. Hence, it is necessary to explore the related literature on tourism development and extreme rural poverty alleviation in relation to protected areas, rural handicrafts and rural agriculture.

2.5.1 Protected Areas, Tourism and Rural Extreme Poverty Alleviation

One of the most critical issues faced by researchers and tourism policy-makers is the challenge of balancing conservation and tourism development in protected areas (Knight 2010). Inevitably, keeping natural resources unspoiled, ensuring the wildlife habitat is undisturbed whilst also meeting the needs of the tourists are complex issues that require substantial academic attention (Knight 2010). Moreover, the complexity increases when poverty alleviation becomes an added imperative (Noakes and Carlsen 2013).

UNWTO's commitment to achieving MDGs through increasing tourism benefits to the extreme poor people particularly in the developing country has achieved a considerable academic attention over the last two decades (Ashley and Mitchell 2010; Ferguson 2007; Scheyvens 2007). The two important MDGs, halving extreme poverty and ensure environmental sustainability, have opened a new avenue in using ecotourism as a tool for extreme poverty alleviation as extreme poverty and natural resources coexist in the developing countries (Noakes and Carlsen 2013; Butler 2011). The nexus between conservation of natural resources and ecotourism development can be seen in number of ways. Wildlife habitats can be destroyed by the poor people living around the protected areas or national forests as they are dependent of the protected area resources for their food, shelter and medicine (Butler 2011). Thus, poverty can be a significant cause of destruction of natural resources

and hence the potential for ecotourism development can become under serious threat (Noakes and Carlsen 2013). For example, the wild tiger population in the Southeast and South Asian region is under serious threat for illegal hunting and trading despite there is immense potential for developing ecotourism and hence contributing to the MDGs (Noakes and Carlsen 2013). However, researchers have suggested for a workable partnership among the ecotourism agents such as governments, private, community, conservation and development sectors in order to ensure ecotourism using the natural resources (Noakes and Carlsen 2013).

The essence of rural people's involvement has been suggested as the conserving of natural resources in protected areas (Nepstad et al. 2006). Hansen and DeFries (2007) have recommended the need for including the rural people in and around the protected areas in decision-making; especially as the decisions regarding conservation and resource management affect their livelihoods. Forest management by the local community is identified as an essential conservation strategy whereby rural inhabitants are considered as key actors (Ellis and Porter-Bolland 2008). Similarly, partnerships between protected area agencies and tourism-related organisations (Laing et al. 2009; Noakes and Carlsen 2013) and collaboration between the rural people, tourism organisations and the conservation authorities are encouraged when developing tourism in protected areas (Plummer and Fennel 2009).

Researchers also have indicated that protected areas and its wildlife have the potential to contribute to the poverty-alleviation issue (Noakes and Carlsen 2013; Sims 2010). In developing nations, for example Thailand, protected areas are surrounded by poor people who are largely dependent for their livelihoods on the natural resources of protected areas (Sims 2010). When declaring natural areas such as national parks and wetlands as protected areas, rural people around those areas are excluded from using the natural resources on which they are mostly dependent for their food, firewood, medicines and building materials (Brockington, Igoe, and Schmidt-Soltau 2006). Such restriction, in turn, reinforces the likelihood of rural and indigenous people falling into extreme poverty (Brockington 2004).

However, the economic benefits derived from ecotourism in protected areas can be envisaged to assist the rural poor when they are excluded from using protected area natural resources (Strickland-Munro, Allison, and Moore 2010; Sims 2010).

Protected areas can be converted into tourist attractions provided the interrelationship between the rural community, protected areas and the roles of the external communities like tourists and related organizations are well established (Shikida et al. 2010). Although protected areas may be a good tool for promoting conservation policy, their economic dimensions are yet to be well understood in different contexts (Sims 2010). This has underpinned the researcher's concern to understand and appraise the relationship between protected areas, tourism development and poverty alleviation in the context of rural Bangladesh.

Tourism development in protected areas has received increasing attention in recent times (Strickland-Munro, Allison, and Moore 2010). A large proportion of tourism in developing countries includes nature-based tourism opportunities in rural areas (IUCN 1994). Tourism in protected areas offers rural communities certain economic benefits as well as support for conservation of the natural environment (Nepal 2000). Subsequently, restriction on collecting natural resources such as food, firewood, vegetables, medicinal plants and building materials from protected areas marginalises the poor and indigenous ethnic communities overwhelmingly dependent on protected area resources and, hence, forces them to fall under extreme poverty (Brockington 2004). For this reason, tourism planners and decision-makers have been encouraged to adopt and implement innovative approaches towards balancing sustainable tourism development and nature conservation in protected areas whilst, simultaneously, supporting those who are overwhelmingly dependent on those natural areas for food, fuel and shelter (Nepal 2000).

In the developing countries of Asia and Africa, protected areas are also the home of indigenous communities and people living in poverty (Liu, Ouyang, and Miao 2010). Such areas have a significant influence on the livelihoods of people in local communities (Liu, Ouyang, and Miao 2010). Moreover, indigenous people often have a set of cultural meanings and experiences attached to the protected areas (Rantala 2010). Inevitably, therefore, development of a protected area for nature tourism whilst also accommodating the livelihoods of poor people in the rural and indigenous community is a complex issue requiring increased research and understanding.

2.5.2 Handicrafts, Tourism and Rural Extreme Poverty Alleviation

Increasing income can be an important opportunity, particularly for the rural poor who are mostly dependent on agriculture. Weather fluctuation resulting in excessive rain, flood and drought are major challenges that rural poor farmers need to confront continuously (Anderson, Locker, and Nugent 2002). As a consequence, economic marginalisation in terms of decreased income and unemployment due to adverse weather is a common problem for rural people dependent on agriculture (Anderson, Locker, and Nugent 2002). Handicraft production and services related to tourism and recreation are considered as alternative non-farm economic opportunities that can compensate the rural poor farmers (Ashley 2000). However, entry barriers in terms of credit and training are common for the rural people and in most developing countries, government and NGOs have been focussing on micro credit programs for the rural people as an effort to encourage self-employment in craft production and businesses (Panjaitan-Drioadisuryo and Cloud 1999).

Locally produced handicrafts are important where there is a specialist market such as tourists, and tourists gain considerable satisfaction from purchasing local crafts as souvenirs (Markwick 2001). Similarly, crafts are considered to be an income generation opportunity for rural poor people (Mustafa 2011). However, rural people fail to benefit when linkages between crafts, craftsmen and tourists are not well defined by tourist organizations in many tourist destinations (Robinson and Picard 2006). Technical and financial assistance to the craftsmen are regarded as fundamental for linking handicraft products with the tourist market (Mikkelsen 1999). As a consequence, rural craftsmen can be excluded from income and self-employment opportunities despite having the potential sale of their craft products to the tourists (Hall et al. 2012; Robinson and Picard 2006).

Negative consequences can result from the use of rural cultural products, particularly the crafts items for tourism purposes (MacCannell 1973). Tourism can lead to commercialization of craft products and, hence, alter or destroy the meaning of cultural products (MacCannell 1973). This can instigate cultural exclusion of rural people as well (MacCannell 1973). When done properly, commercialisation activities can contribute to the retention of the value of cultural symbols whilst at the same time achieving economic viability for rural people. Given the context of rural

Bangladesh, it is important to know whether the rural people are excluded or included in terms of income and self-employment opportunities using handicrafts.

2.5.3 Agriculture, Tourism and Rural Extreme Poverty Alleviation

In developing countries, agriculture is the key source of income for rural people (The World Bank 2009) and rural areas of the developing nations contain many people living under extreme poverty (The World Bank 2009). When analysing tourism's impact on agriculture and the rural poverty, it is essential to understand the nexus between tourism and agriculture from both optimistic and pessimistic views (Scheyvens 2007). The optimistic view of the relationship between tourism and agriculture is that rural farmers can benefit through supplying their agricultural products, mainly food products, to tourism-related organisations (Torres 2002). Pessimistically, factors such as leakages of tourism revenues, conflict over rural resources such as water and labour, and existing inequalities between rural farmers and tourism organisations can exclude the rural poor from the benefits of tourism development (Momsen 1998).

As tourist expenditure on food and transportation, lodging, entertainment and recreation is substantial (Pyo, Uysal, and McLellan 1991), the potential impacts of tourism on rural agriculture warrants analysis (Bélisle 1983; Mitchell and Ashley 2009; Telfer and Wall 2000; Torres and Momsen 2004). Given that fresh and quality agricultural products are in substantial demand from tourism-related organisations, tourism can have a substantial contribution to increasing of revenue in rural agriculture (Saville 2001). Moreover, increased revenue from agriculture can reduce social exclusion in terms of rural out-migration to the urban areas for employment and, thereby, encourage inclusion of the rural people in tourism development (Shah and Gupta 2000).

However, in developing countries rural farmers can be deprived of increased income from tourism for several reasons (Bélisle 1983; Telfer and Wall 2000). Tourists and related organisations have a preference to consume imported food (Telfer and Wall 1996). Importing food items not only constitutes a leakage of tourism revenues but also hastens the decline in rural agricultural production (Bélisle 1983). Inequalities in terms of wealth between rural farmers and tourism-related organisations sometimes result in the instigation of competition for rural resources (Telfer and Wall 2000).

When tourism development takes place in rural areas tourism organisations acquire agricultural land in order to develop hotels, restaurants and markets (Telfer and Wall 1996). As a consequence, rural farmers are excluded from their traditional way of living and incomes can fall below the poverty line (Commins 2004; Marsden 1999; Telfer and Wall 1996).

Researchers have argued for establishing supply chain linkage between rural agriculture and tourism in order to contribute to the rural poverty alleviation (Mitchell and Ashley 2009; Torres and Momsen 2004). However, understanding the links between rural agriculture, tourism and poverty alleviation is a complex issue and there is a lack of adequate literature from the developing country perspective (Torres and Momsen 2004).

2.6 Relevant Theories

2.6.1 Stakeholder Typology and Salience, Tourism and Rural Extreme Poverty Alleviation

Freeman's (1984) seminal publication revolutionized and expanded current thinking about the role of stakeholders in management and related fields. Freeman (1984, p.46) defines the term *stakeholder* as-

Any group or individual who can affect or is affected by the achievement of the organization's objectives.

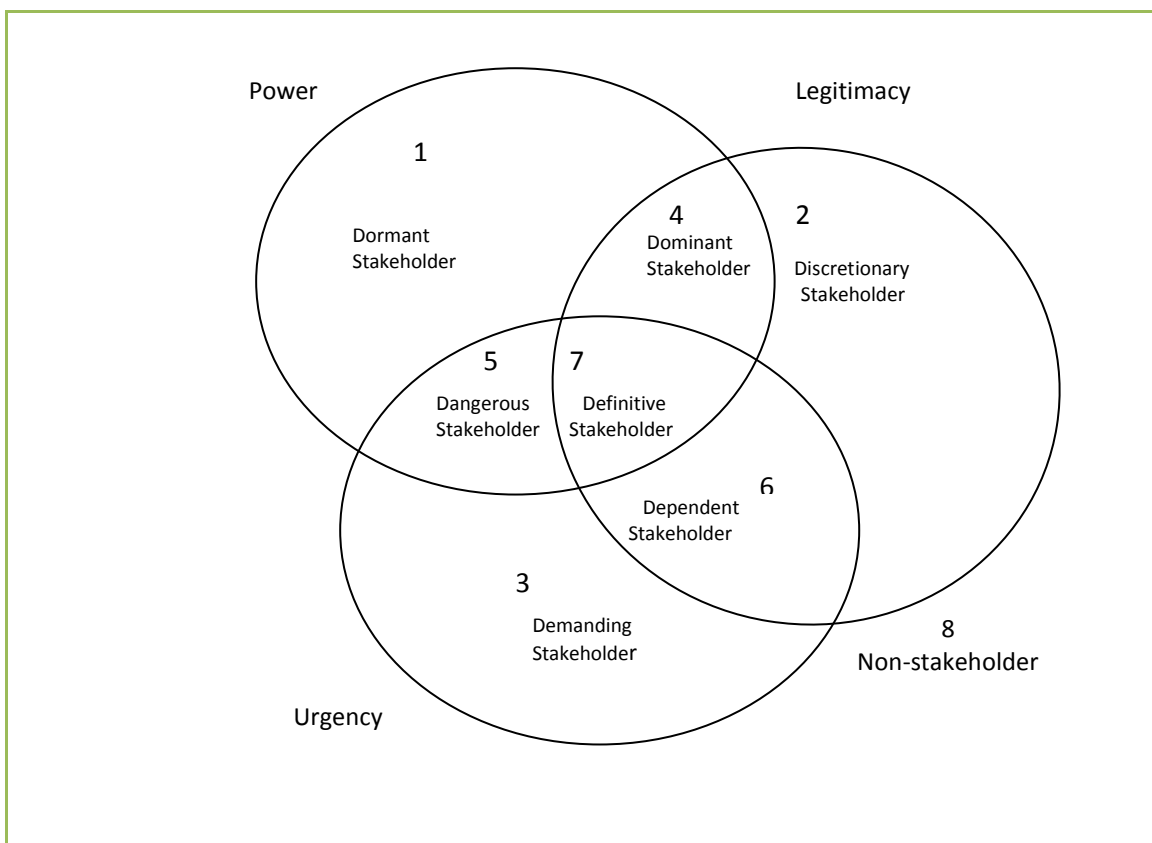
This is considered as one of the broadest definitions and virtually opens the option of including all entities affected by the organization as possible stakeholders (Mitchell, Agle, and Wood 1997).

As an extended work of Freeman's stakeholder theory, Mitchell, Agle and Wood (1997) proposed comprehensive theories of stakeholder typology and salience considering three attributes; (1) the stakeholder's *power* to influence the firm, (2) the *legitimacy* of the stakeholder's relationship with the firm and (3) the *urgency* of the stakeholder's claim on the firm. These features of stakeholder attributes are considered to be necessary in articulating the future relationships between stakeholders (Mitchell, Agle, and Wood 1997).

They have identified stakeholder typologies that emerge with various combinations of the attributes of power, legitimacy and urgency. Conceptually, seven types of

stakeholders are examined - three possessing only one attribute, three possessing two attributes and one possessing all three attributes (See Figure 2.4). The authors have defined salience as the degree to which stakeholders give priority to the other stakeholders. More precisely, salience enables managers or stakeholders to identify whom they should pay more attention to.

Figure 2.4: Stakeholder Typology and Salience Model



Source: Mitchell, Agle and Wood (1997), p. 874.

According to the model, entities with no power, legitimacy or urgency in relation to the firms are not stakeholders and, logically, firms will not pay attention to them (Mitchell, Agle, and Wood 1997). They have defined *power* as the gaining of restraint capability, material, financial or symbolic resources. In terms of *legitimacy*, they have defined the term as a desirable social good with shared perception among the entities and *urgency* is defined as the degree to which stakeholders claims call for immediate attention. Organisations possessing only one attribute are considered as latent stakeholders who are unlikely to gain much attention from other entities (Mitchell, Agle, and Wood 1997). The three entities that fall under the category of latent stakeholder are dormant, discretionary and demanding.

Dormant stakeholders possess power only and mostly they cannot use power due to not having any legitimate relationship with, or urgent claim on, the other entities (Mitchell, Agle, and Wood 1997)). Discretionary stakeholders possess the attribute of legitimacy but have neither the power to influence nor any urgent claim on the firms (Mitchell, Agle, and Wood (1997). Demanding stakeholders are those with urgent claims, but in the absence of power and legitimacy they are unable or unwilling to acquire the power or legitimacy necessary to move their claim into a more salient status with the firm (Mitchell, Agle, and Wood 1997).

However, possession of two out of the three attributes of power, legitimacy and urgency can lead stakeholders to become more active and they are defined as expectant stakeholders (Mitchell, Agle, and Wood 1997). Similar to latent stakeholders, Mitchell, Agle and Wood (1997) identify the three types of expectant stakeholders as dominant, dependent and demanding. By possessing power and legitimacy, stakeholders can establish their influence or dominance on the firm and have formal mechanisms in place that acknowledge the importance of their relationship with the firm (Mitchell, Agle, and Wood 1997). Moreover, dominant stakeholders expect and receive much of the organisation's attention (Mitchell, Agle, and Wood 1997). Several stakeholders have urgent and legitimate claims, but they have little or no power to enforce is considered to be dependent stakeholders (Mitchell, Agle, and Wood 1997). Demanding stakeholders possess power and urgency but lack of legitimacy (Mitchell, Agle, and Wood 1997). Their actions are outside the bounds of legitimacy and dangerous both to the stakeholder/manager relationship and to the individuals/entities involved (Mitchell, Agle, and Wood 1997). By definition, stakeholders exhibiting both power and legitimacy already will be members of a firm's dominant coalition and when such stakeholders possess urgency they will become definitive stakeholders (Mitchell, Agle, and Wood 1997). Firms should have a clear and immediate mandate to attend and give priority to the definitive stakeholders' claims.

Finally, Mitchell, Agle and Wood (1997) have illustrated the dynamic quality of their theory in the way that by possessing any one of the attributes, one can become a stakeholder and, further, can shift from one class to another by acquiring more attributes. Thus, Mitchell, Agle and Wood (1997) have argued that possessing one

stakeholder attribute/entity enables one to become a latent stakeholder, when possessing two stakeholder attributes one can become an expectant stakeholder and, finally, when possessing all three attributes one can become a definitive stakeholder.

Researchers have acknowledged the role of stakeholders for tourism development and poverty alleviation in many ways (see Chok, Macbeth, and Warren 2007; Scheyven 2007; Sharpley 2000; Simpson 2007; Zhao and Ritchie 2007). In poverty alleviation through tourism development the key stakeholders include private tourism organisations, government departments, community leaders, NGOs, aid agencies, tourists, local communities, and the poor (Simpson 2007; Zhao and Ritchie 2007). These stakeholders can have a substantial influence in tourism development and poverty alleviation process (Simpson 2007).

In order to extend tourism development benefits to the poor rural people living under extreme poverty it is necessary that the private tourism organisations, government departments, community leaders, NGOs, aid agencies, tourists and local communities consider these rural poor as their stakeholder. Particularly, private tourism organisations' consideration for the extreme poor of rural people as stakeholders is extremely important as they are the major power that energizes tourism development (Ashley and Roe 2002). Moreover, Private entrepreneurs in the tourism sector can generate employment and extend support for small and micro organisations related to tourism and help generate self-employment opportunity (Zhao and Ritchie 2007).

However, based on the underlying assumption of Mitchell, Agle, and Wood's (1997) stakeholder identification and salience theory, private organisations are less likely to treat the poor of rural areas as stakeholders simply because the poor do not have economic, social or cultural power. Similarly, private tourism organisations do not have legitimate relationships with the poor and, hence, there is no sense of urgency to respond to the needs of the poor. From this viewpoint, the rural poor are likely to be considered as non-stakeholders by private tourism organisations and, hence, there is a continuation of the exclusion of rural poor from the benefits of tourism development.

Not only the private tourism organisations but also the role of government organisations and international aid agencies are extremely important for the rural poor people to be considered as stakeholders in tourism development programs

(Bruner 1996; Sirakaya, Teye, and Sönmez 2002). Poor people can be deliberately excluded from tourism development programs undertaken by the government and international aid agencies (Bruner 1996; Sirakaya, Teye, and Sönmez 2002).

In Ghana, rural poor people were excluded from tourism development programs undertaken by the government (Teye, Sirakaya, and Sönmez 2002). As the plans were formulated in English and the meeting proceedings were written in English the uneducated rural people were deprived of the information about tourism development programs that were going to be undertaken in their areas (Teye, Sirakaya, and Sönmez 2002). Moreover, rural people were not allowed access to information regarding the development programs undertaken by the government (Teye, Sirakaya, and Sönmez 2002). Only the educated, professional, academics and government officials took part in the planning and decision-making of tourism development (Sirakaya, Teye, and Sönmez 2002). These decisions of the government organisations induced the exclusion of poor people from tourism development benefits in rural areas of Ghana (Sirakaya, Teye, and Sönmez 2002).

Also, the role of donor organisations and implementation agencies are extremely crucial for including or excluding poor people from tourism development benefits (Sirakaya, Teye, and Sönmez 2002; Teye, Sirakaya, and Sönmez 2002). If such organisations extend funding for implementation of any tourism projects where most of the workers employed are not from the local areas, the rural poor people definitely will be excluded from tourism development benefits (Sirakaya, Teye, and Sönmez 2002). This is also evident in some USAID and UNDP funded tourism projects in rural areas of Ghana where access by local people was restricted and, as a consequence, local people were excluded from tourism development benefits (Bruner 1996; Sirakaya, Teye, and Sönmez 2002).

In developing countries, organisations have a different combination networks and relationships in terms of their power, legitimacy and urgency (Zhao and Ritchie 2007). However, the rural poor lack power in terms of financial and non-financial capital (Liu and Wall 2006). International aid agencies and NGOs have financial power to help the rural poor as they have a legitimate relationship with the poor and their main objective is to help them in terms of providing micro credit, human and social capital.

Given the context of rural Bangladesh, people living under extreme poverty can be considered as stakeholders in the NGOs, international aid agencies such as USAID and UNDP and local government departments as these organisations have been working for poverty alleviation. In these organisations the rural poor would be treated as dependent stakeholders despite the fact that the poor do not have any power, but the organisations need to have legitimate relationships with them because there is an urgent community need to get them out of poverty.

However, private tourism organisations may not treat the poor as stakeholders, simply because the poor do not have any power. Based on the underlying assumption of Mitchell, Agle and Wood's (1997) theory, it will be difficult for poor people to establish a relationship with private entrepreneurs prior to possessing attributes of power, legitimacy and urgency. Also, it may be inferred that the poor might have urgency or legitimacy for being treated as stakeholders as they are the part of the community in the tourist destination but, as they don't have any financial or other power, they will be unable to establish their will and private tourism enterprises who are the main source of employment opportunities might not extend the necessary attention much needed to them.

Stakeholder support is inevitable in order to develop tourism in any destination, rural or urban (Andereck and Vogt 2000; Ap 1992; Gunn 1994). As a consequence, importance of stakeholder role has been widely suggested in previous tourism literature (see Andereck and Vogt 2000; Ap 1992; Carlsen, Getz, and Ali-Knight 2001; Gunn 1994; Tosun 2002). Researchers have focussed on individual stakeholder groups such as the tourists, residents, entrepreneurs, NGOs and governments while investigating the relationships among them contributing to tourism development (Andereck and Vogt 2000; Carlsen, Getz, and Ali-Knight 2001; Tosun 2002).

Despite an upsurge in interest of the stakeholder role for poverty alleviation through tourism development (Chok, Macbeth, and Warren 2007; Scheyven 2007; Simpson 2007; Zhao and Ritchie 2007), adoption of stakeholder typology and salience theory in understanding the relationship between tourism development and poverty alleviation of rural areas in a developing country context is not evident in previous literature. In this study, an attempt has been undertaken to understand the critical roles of government organisations, NGOs, international aid agencies, private tourism

organisations and community leaders regarding their priority or attention for the poor people living under extreme poverty and, hence, understand the stakeholder relationships that cause for inclusion or exclusion of rural poor from tourism development.

2.6.2 Social Exchange, Tourism and Rural Extreme Poverty Alleviation

Another important part of the theoretical frame for the research method in the current study is Social Exchange Theory. The underlying assumption of Social Exchange Theory is that social behaviours are based on an exchange of materials and non-material things (Homans 1958). This theory has been used widely in interpreting various aspects of social relationships along with the exchanges that occur among various actors in the society (Wang and Pfister 2008).

Social exchange refers to the voluntary action of individuals that are motivated by returns they expect to receive from another individual or organisation they are engaged in exchange (Blau 1967). Social exchange involves the principles that one person does a favour to another with a general expectation of some future returns and the participant's goal is to gain more in every exchange (Kayat 2002). Exchange theory postulates that human beings are benefit seeking and people are influenced by the perceived outcomes, or in other words benefits and rewards, of an exchange (Andereck et al. 2005). It does not necessarily mean that gain or reward will be monetary, it can be social and psychological as well (Andereck et al. 2005; Napier and Bryant 1980). According to Homans (1958, p. 606):

Social behaviour is an exchange of goods, material goods but also non-material ones, such as the symbols of approval or prestige. Persons that give much to others try to get much from them, and persons that get much from others are under pressure to give much to them.

Individuals seldom choose to be involved in exchange if the perceived benefits do not exceed the perceived costs (Skidmore 1975). Hence, an individual's decision to enter into a social exchange process depends on the perceived rewards and perceived costs that the individual expects from the exchange (Andereck et al. 2005; Kayat 2002). According to Homans (1958, p. 606):

For a person engaged in exchange, what he gives may be a cost to him, just as what he gets may be a reward, and his behaviour changes

less as profit, that is, reward less cost, tends to a maximum. Not only does he seek a maximum for himself, but he tries to see to it that no one in his group makes more profit than he does. The cost and the value of what he gives and of what he gets vary with the quantity of what he gives and gets.

Social Exchange Theory is considered very useful for understanding relationships among different individuals and organisations in the field of tourism (Andereck et al. 2005; Ap 1992; Perdue, Long, and Allen 1990). Tourism researchers have adopted this theory widely in order to understand the local community's, or resident's, perception regarding tourism development (see Andereck et al. 2005; Kayat 2002; Jurowski, Uysal, and Williams 1997; Sirakaya, Teye, and Sönmez 2002; Long, Perdue, and Allen 1990; Perdue, Long, and Allen 1990). Results in most studies indicate that local people support tourism development when they get economic benefit from it (Jurowski, Uysal, and Williams 1997; McGehee and Andereck 2004). If local people benefit by way of employment and self-employment, as well as opportunities to use the resources developed for the tourists such as water, roads and recreation facilities, they support tourism development (Haralambopoulos and Pizam 1996; Kayat 2002). However, if people are excluded or deprived from the benefits of tourism development, they are less likely to support tourism development (Kayat 2002).

Tourism is considered as the generator of employment opportunity where private tourism organisations are the key sources of employment (Briedenhann and Wickens 2004; Cukier 2002; Lordkipanidze Brezet, and Backman 2005; Kirsten and Rogerson 2002). Based on the social exchange theory, private tourism organisations will consider those for employment from whom they will get expected services. As profit maximisation is the key objective of private tourism organisations, they will be less likely to consider the rural people living under extreme poverty who are characterised by lack of human capital (Liu and Wall 2006). In order to be considered by the private tourism organisations for employment, the poor people of rural areas must have power in terms of human capital and, hence, engage in social exchange in the way of selling their labours.

Tourism is regarded as the generator of self-employment opportunity as well (Lordkipanidze, Brezet, and Backman 2005; Kirsten and Rogerson 2002, Rodenburg 1980; Wanhill 2000). Many small and micro enterprises and family businesses are

formed in rural areas where there are tourism prospects that create self-employment opportunities for the rural people (Kirsten and Rogerson 2002). However, constraints such as a lack of financial capital restrain the ability of rural poor people living under extreme poverty from realising the self-employment opportunity in the rural areas where there are tourism prospects (Rogerson 2004). This opportunity is enjoyed by the rural people who are economically well off and have social and cultural power required to participate in social exchange (Kayat 2002). The poor of rural areas living under extreme poverty are likely to be excluded from this opportunity as they do not have the economic, social and cultural power predominantly required for them to participate in the social exchange process and, hence, they are deprived from tourism development benefits (Kayat 2002).

From the tourism standpoint, for successful development by tourism organisations there should be a positive exchange among tourism and related organisations and individuals (Ap 1992; McGehee and Andereck 2004). Consideration of social exchange theory in understanding tourism development and rural poverty alleviation relationship will help empower the poor people of rural areas living under extreme poverty in order to engage in the social exchange process and thereby restrict their exclusion from tourism development benefits.

Based on the social exchange theory, the inference is that rural people living under extreme poverty are likely to be excluded from tourism development benefits as they do not have any economic, social or cultural power in order to participate in social exchange processes and realise the employment and self-employment opportunities that are generated through tourism development.

Thus, social exchange must happen for tourism development to occur in any area, rural or urban (Andereck et al. 2005). In order to participate in the exchange process the people of an area must have sufficient to meet the needs of the tourists and the tourism related organisations (Andereck et al. 2005). This power can take the form of human or financial capital (Kayat 2002). Once poor under extreme poverty are able to gain economic, social and cultural power they will be able to engage in a social exchange process with the tourists and tourism-related organisations and be able to protect themselves from possible exclusion.

2.6.3 Social Network, Tourism and Rural Extreme Poverty Alleviation

Social networking views social relationships in terms of nodes (individual actors) and ties (relationships among actors) (Granovetter 1973). Granovetter (1973) defines nodes as the individual actors and ties as the relationships among the actors. In its most simple form, a social network is a map of all relevant relationships among the actors being studied (Granovetter 1973). According to Knoke and Kuklinski (1983, p. 12):

A network is generally defined as a specific type of relation linking a set of persons, objects and events.

Mitchell's (1973) seminal sociological study identifies three types of social networks: Structural, Categorical and Personal. The structural relationship involves the behaviour of a person interpreted in terms of action appropriate to the position (Mitchell 1973). The categorical relationship involves unstructured situations interpreted in terms of social class, race and ethnicity and a personal relationship involves direct linking of an individual with a set of other people (Mitchell 1973).

Mitchell (1973) has argued that social networking links can be perceived in three different ways and these are exchange network, communication network and social network. An exchange network is described in that way when trading takes place between individuals or organisations (Mitchell 1973). The communication network is defined when interactions or links take place between individuals and organisations with non-trading issues (Mitchell 1973). Social networking is defined as the links or relations with friends, family and neighbours based on cultural norms (Mitchell 1973).

Networking among organisations and individuals is a growing issue in tourism literature (Lemmetyinen and Go 2009; March and Wilkinson 2009; Tinsley and Lynch 2001) and as a theoretical base, researchers have used Social Network Theory in order to explain the complex relationships among tourism organisations, tourists and local communities (March and Wilkinson 2009; Verbole 2000).

Social networking is considered as source of information and inspiration for tourism-related organisations and individuals for building interrelationships. Shared values, ideologies, religious orientation and political affiliation among organisations and

individuals are the determining factors that influence interrelationships among the entities and can contribute to tourism development in rural areas (Verbole 2000). Gibson, Lynch, and Morrison (2005) have argued that relations between the tourism-related organisations in rural areas act as synergy for information sharing, increased business activity and local community benefits (see Table 2.7).

Table 2.7: Benefits of Networks to Building Profitable Tourism Destinations

Benefit category	Identified network benefits
Learning and exchange	Knowledge transfer Tourism education process Communication Development of new cultural values Accelerating speed of implementation of support agency initiatives Facilitation of development stage of small enterprises
Business activity	Co-operative activities, for example, marketing, purchasing, production Enhanced cross-referral Encouraging needs-based approaches, for example, staff development, policies Increased visitor numbers Best use of small enterprise and support agency resources Extension to visitor season Increased entrepreneurial activity Inter-trading within network Enhanced product quality and visitor experience Opportunities for business development interventions More repeat business
Community	Fostering common purpose and focus Community support for destination development Increases or reinvents a sense of community Engagement of small enterprises in destination development More income staying locally

Source: Gibson, Lynch, and Morrison (2005, p. 89).

At a local destination level, networks among the organisations and individuals facilitate information sharing through communication (Gibson, Lynch, and Morrison 2005). This acts to accelerate the opening stage of small and micro enterprises (Gibson, Lynch, and Morrison 2005). Based on social network business activities such as producing, marketing, purchasing and trading among the local enterprises

help increase employment opportunity and facilitate flourishing of small and micro businesses for rural people (Gibson, Lynch, and Morrison 2005; Tinsley and Lynch 2001; Verbole 2000).

However, in rural areas, tourism development is considered as a dynamic process that can cause exclusion within the rural community as well (Gibson, Lynch, and Morrison 2005; Verbole 2000). The interrelationships between the tourism-related entities in rural areas mostly depend on their interests. This is reinforced in the emergence of competition among the entities and often redefines their interrelationship (Gibson, Lynch, and Morrison 2005; Verbole 2000). Organisations compete to hold power position in terms of resources, interests, needs and views (Verbole 2000).

2.7 Proposed Conceptual Research Framework

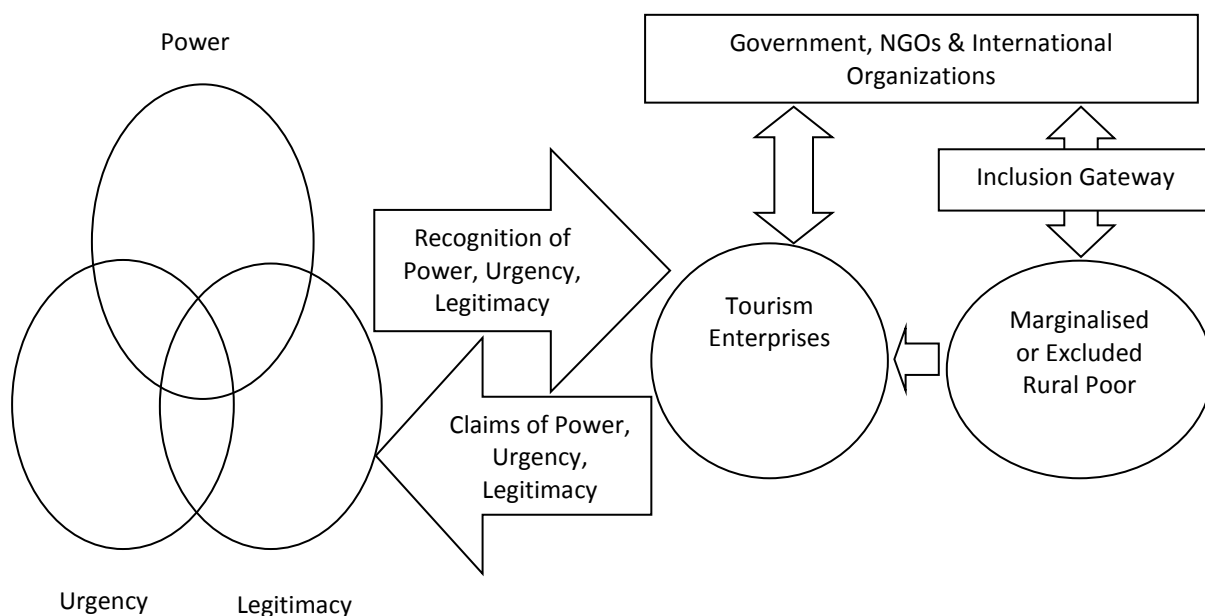
In tourism, individuals as well as small firms and large organizations are interconnected through personal communication and business networks that enable them to be an active part of the total system (March and Wilkinson 2009). Nevertheless, in a third world country, lack of effective communication between the rural poor and the government makes tourism development difficult and accelerates the exclusion of the local community from the process (Tosun 2000). Trust among the rural poor and the tourism-related organisations is considered as one of the vital factors that can stimulate this network. In this regard, the NGOs, Governments and International Organizations have significant roles in creating social capital such as trust and networks among the poor (Dowla 2006).

The term social capital captures the idea that social bonds and norms help people and communities build trust and confidence in achieving any goal (Pretty 2003). Lack of social capital among the rural poor is a barrier to them improving their economic and social wellbeing (Dowla 2006; Yunus 2007). NGOs and the United Nations Development Program (UNDP) have been operating collective activities in many rural areas in terms of micro credit facilities and training for alternative income generation activities and there is evidence that high social capital can lead to improved economic and social wellbeing (Pretty 2003). Therefore, it is important to explore how the programs of NGOs and UNDP can be utilised to encourage

inclusion of the rural poor with tourism development and, thereby, contribute to alleviation of the poverty in the country.

Based on Stakeholder Theory, it is implicit that the poor without power, legitimacy and urgency are unlikely to participate in exchange with the existing tourism-related enterprises. Exchange will happen only when the poor acquire the attributes of power, legitimacy and/or urgency. In terms of Social Exchange Theory, when the poor qualify as stakeholders after gaining power, legitimacy and urgency from tourism-related organizations, a relationship should develop as indicated in the Proposed Research Framework (see Figure 2.5 below).

Figure 2.5: Conceptual Research Framework - Tourism and Rural Extreme Poverty Alleviation



Source: Adapted from Stakeholder Theory (Mitchell et al. 1997), Social Exchange Theory (Homans 1958) and Social Network Theory (Mitchell 1973).

Existing relationships between the tourism organisations and the poor will be understood by applying Mitchell's (1973) Social Network Theory.

Figure 2.5 illustrates a proposed research framework, so-called because it provides a broad overview of the major extant literature related to the research topic and forms a framework to be tested in this study. The researcher's plan is to gather qualitative information to examine the nexus between poverty alleviation and tourism

organisations development in context of rural Bangladesh based on the conceptual research framework.

From the in-depth interviews with the research participants the causes of social exclusion of the rural poor will be determined. In order to identify the causes of the exclusion, information will be gathered both from poor people and organisations working for tourism development and rural poverty alleviation in the study sites. Details of the information gathering procedure are described next in the Methodology Chapter of this thesis.

It is suggested through the proposed research framework that once the causes of social exclusion are identified, the government organisations, NGOs, private tourism organisations, international aid agencies and community leaders have crucial role to play in restricting the rural poor from social exclusion and, hence, inducing the inclusion process.

In the proposed framework, the gateway of inclusion indicates that the excluded rural poor will be empowered through micro credit facilities to form tourism-related small and micro enterprises. The poor will be provided training so that employment opportunity can be created in tourism-related organisations. Moreover, government, NGOs, aid agencies and community leaders will have to motivate the rural poor regarding the potential of tourism and hence increase interest in tourism-related employment and self-employment opportunities. Once the rural poor are trained and aware about the benefits that can be realised from tourism development, they will be interested to involve in it. At this stage, the mentioned organisations' support in terms of micro credit, training, information sharing should be continued so that the rural poor can gain economic, social and cultural power. Once they can establish themselves as stakeholders in tourism development process by gaining power, this will help create a legitimate business relationship with the other stakeholders mainly the tourism-related organisations. If the rural poor can establish legitimate relationship, their urgency will be recognised as well in the tourism development process by the other stakeholders.

The salient feature of the proposed research framework is that the rural poor need not depend on the philanthropy of the private tourism organisations that are the main

source of employment and buyers of agriculture produce of the rural areas. In a neo-liberal economy where the profit earning is the main goal of private tourism organisations, it is unlikely that they will consider the rural poor as stakeholders unless and until the excluded rural poor are able to claim economic, social and cultural power with the help of government, NGOs and aid agencies. Hence, in order to pull the rural poor out of exclusion, the primary role of government, NGOs, aid agencies and community leaders are considered very important. Also, it is assumed that once the rural poor can claim power, urgency and legitimacy from the tourism-related other organisations, they will be treated as definitive stakeholders and through this process enable them to escape from extreme poverty.

CHAPTER THREE

Research Methodology

3.1 Introduction

At the outset, the paradigmatic approach of the thesis is discussed. The methodological considerations in terms of selecting study site projects and organisations, research participants, gaining access to these projects and organisations and gathering qualitative information are outlined with paradigmatic justification. Consideration of the ethical issues and concerns in connection with the selection of study site projects, organisations and interviewing the research participants also is also discussed in this section. The chapter concludes with an explanation of validity and reliability of the information gathered as well as issues related to the access to study sites, projects, organisations and interview participants.

3.2 Paradigmatic Approach

Paradigms in social research are distinct in nature from one another in terms of philosophical approaches, theoretical propositions and methodology. According to Guba and Lincoln (1994, p. 107)

A paradigm may be viewed as a set of basic beliefs (or metaphysics) that deal with ultimates or first principles. It represents a worldview that defines, for its holder, the nature of the “world,” the individual’s place in it, and the range of possible relationships to that world and its parts, as, for example cosmologies and theologies do.

This helps serve as a presentation for understanding research findings. Kuhn’s (1962) concept of paradigm provides a useful tool for qualitative inquiry researchers. Kuhn (1962, p. 10) defines paradigm as:

An implicit framework that defines legitimate problems, methods of a research field for succeeding generations of practitioners.

This is considered as shared perception of research practice which researchers use tacitly for finding the solutions to any research problem (Kuhn 1970). As an inherent viewpoint, a paradigm outlines the overall character of studies considered within a research that is it determines much about the research that will be done (Gage 1963).

This can be thought of as a matrix of beliefs that can help shape and define the conduct of inquiry (Popkewitz, Tabachnick, and Zeichner 1979).

Social researchers have suggested different research approaches (to justify the chosen approaches and fundamental criticisms of the approaches are discussed as well (Guba and Lincoln, 1994). Despite having a great deal of diversity and overlap, distinctions can be made between the positivist, post-positivist and critical theory paradigmatic approaches that are widely used in social science research (Guba and Lincoln, 1994) (see Table 3.1).

Table 3.1: Basic Beliefs of Alternative Inquiry Paradigms

Item	Positivism	Post-Positivism	Critical Theory
Ontology	naïve realism - 'real' reality but apprehendable	critical realism – 'real' reality but not only imperfectly and probabilistically apprehendable	historical realism - virtual reality shaped by social political, cultural, economic, ethnic, and gender values; crystallized over time
Epistemology	dualist/objectivist; findings true	modified dualist/objectivist; critical tradition/community; findings probably true	transactional subjectivist; value mediated findings
Methodology	experimental/manipulative; verification of hypothesis; chiefly quantitative method	modified experimental/manipulative; falsification of hypothesis; may include qualitative methods	dialogic/dialectical

Source: Adapted from Guba and Lincoln (1994, p. 109).

3.2.1 Positivist Paradigm

The dominant paradigm is concerned with a positivist, realist and objectively-caused belief system (Burrell and Morgan 1979). Among social researchers, August Comte was a pioneer in adopting positivism in order to understand the complex social world (Jennings 2001). The paradigm is based on naive realism and inquiry under this paradigm is assumed to converge as objective external reality (Burrell and Morgan

1979). The basic stance of the paradigm is argued to be both reductionist and deterministic (Hesse 1980). Under the positivist paradigm the social world is perceived as being organized by universal laws and truths (Comte 1975). A positivist researcher generally assumes that reality is objectively determined and can be described in measurable quantities (Guba and Lincoln 1994).

In positivism, the investigator and the investigated object are assumed to be independent entities which suggests that the researcher will not impact on, or influence, the outcome or findings at any stage in the process (Jennings 2001; Guba and Lincoln 1994). As strict procedures are maintained while investigating the subject, value-free interpretation is ensured in positivist research (Jennings 2001).

Primarily, positivist researchers use quantitative methods of investigation. This type of study generally aims to test theory, make generalized conclusions and improve predictive understanding of the investigated phenomena (Burrell and Morgan 1979). Questions and/or hypotheses are stated in a propositional format, and subjected to empirical testing for verification (Guba and Lincoln 1994). Positivist researchers accept that there is a single solution to a research problem and that a universal truth will emerge.

The nexus between tourism development and rural poverty alleviation is complex and needs to be explained in multiple ways (Jennings 2001; Stone and D'Andrea 2001; Tribe 2008). Moreover, in order to develop this understanding of tourism and rural poverty alleviation it is necessary to explore the economic, social and environmental realities from an emic, or insider's perspective. The emic approach is associated with most inductive research as it provides the best lens to understanding the phenomenon being studied (Fetterman 2010). The emic perspective is described as insider's perspective where the researchers try to understand the research problem from the social actors or stakeholders point of view (Malinowski 1922). It ascribes meaning to the individuals or groups in a society and hence provides the researcher with the best lens to identify multiple realities (Fetterman 2010).

3.2.2 Post-positivist Paradigm

A more contemporary form of the positivist view is referred to as the post-positivist paradigm (Guba and Lincoln 1994). Despite the fact that some elements of

positivism are retained in the post-positivist paradigm is epistemologically different. Under the post-positivist paradigmatic approach, the researcher and his or her perceptions are not seen as wholly detached, their personal involvement is acknowledged in the process of inquiry (Clark 1998). Also, the post-positivist researcher may need to consider qualitative information along with quantitative data (Clark 1998). Dualism is abandoned in post-positivism research approach as researcher needs to develop and verify hypothesis and use qualitative information simultaneously in order to understand the research problem. Under this circumstance, reality and the predictability of the investigated phenomena remain, to some extent, uncertain and more disorganised (Guba and Lincoln 1994). Hence reality is assumed to exist, but only imperfectly and probabilistically (Gleick 1988; Guba and Lincoln 1994). The methodology aims to redress some of the problems by undertaking inquiry in more natural settings (Guba and Lincoln 1994). Hence, qualitative information is also used through an increased utilisation of qualitative techniques such as interviews and observation along with quantitative data (Guba and Lincoln 1994).

3.2.3 Critical Theory Paradigm

Researchers employing the critical theory paradigm consider inquiry as means to benefit the world and change the conditions of marginalised individuals or groups (Jennings 2001). The application of this paradigm is to identify deprived or excluded groups and thereby, to change their social circumstances (Guba and Lincoln 1994; Jennings 2001).

Under the critical theory paradigm, the investigator and the investigated object are not independent entities, rather they are assumed to be intricately related (Guba and Lincoln 1994). The inquiry is influenced by the values of the investigator and thus the findings are value-mediated (Guba and Lincoln 1994; Jennings 2001). Investigators apply methods of inquiry that include participant observation, in-depth interviews and focus groups in order to uncover reasons for social, economic or physical exclusion (Jennings 2001). Moreover, under the critical theory paradigm the needs and interests of the marginalised or deprived individuals or groups are identified in order to extend opportunities (Guba and Lincoln 1994; Jennings 2001).

Information is gathered largely by using qualitative techniques such as interviews and observation (Guba and Lincoln 1994; Jennings 2001).

However, selection of an appropriate research approach requires trade-offs between qualitative or scientific techniques explicitly considered with predetermined factors such as the research context, objectives and questions (Jamal and Everett 2004; Jennings 2001; Riley and Love 2000). Understanding the nexus between tourism development and rural extreme poverty alleviation in a developing country is the purpose of this thesis; with a focus the issues related to the reasons for rural poor people's and indigenous community's exclusion from tourism development benefits. Specifically, emphasis has been given to exploring and understanding barriers that exclude the rural poor and indigenous communities from getting involved in tourism in terms of employment or becoming small and micro tourism entrepreneurs in order to generate self-employment within the tourism industry. In this regard, four study sites have been selected for this thesis in order to understand the research problem.

The first study site, Sonargaon is a rural area renowned for folk art and craft items in Bangladesh. Most people in this area live under extreme poverty where the primary occupation of the people is agriculture. Simultaneously, rural people in this area can produce handicraft products using locally produced raw materials such as wood, bamboo and cane. The Folk Art and Crafts Foundation is situated here and the foundation is considered as a microcosm of Bangladesh culture with great importance in terms of representing the country's traditional folk arts and crafts. A craft village has been established on the site so that tourists can experience the living conditions of the craft producers under which they produce crafts using materials available in rural areas. In Bangladesh the Folk Arts and Crafts Foundation is the sole government organisation that has been working for the rural handicraft producers of the country. This organisation has no branch offices in other rural areas of the country.

The second study site is the natural areas within Sylhet region of Moulvi Bazar and Hobiganj Districts an international aid agency, USAID and the Forest Department of Bangladesh Government have been working for the protection of biodiversity conservation of two national parks, Lawachara and Satchari and one wetland Hail Haor. People in this site live under extreme poverty and rural people around the

national parks and the indigenous communities living inside the parks are overwhelmingly dependent for their livelihoods on the national parks for collecting food, firewood, medicinal plants and building materials. Fishing is the source of food of rural people living around the wetland. Moreover, rural people dependent on the wetland sell fish at the local market in order to purchase their daily necessities. However, in order to protect the biodiversity conservation, the national parks and the wetland have been declared as protected areas and collection of forest resources and fishing have been restricted. Potential for nature-based ecotourism has emerged in relation to these protected areas.

The diverse and rare wildlife of Lawachara National Park (LNP) and Satchari National Park (SNP) provide an opportunity to develop eco and wildlife tourism at this study site. In both the parks, hiking trails have been developed for the tourists. The trails cover tall trees and forest vegetation. While walking along the trails tourists have the opportunity to observe mammals such as jackals, cats, barking deer, langurs, monkeys, wild pigs and Hoolock Gibbons. People around the wetland are dependent to some degree for fishing, poultry and agricultural produce. Moreover dairy farms have been developed with the help of the United States Agency for International Development (USAID) in this area. In winter, fishing is restricted in this wetland and migratory birds make Hail Haor a place of interest for tourists. As fishing is restricted at that time, fishermen and farmers supplement their livelihoods by engaging in boat rental and local tours for tourists.

The third study site, Cox's Bazar, has tourism potential in terms of beach, nature and small island tourism. The site is considered as a hub of a few tourist areas such as the Saint Martin coral island, Dulahazra Safari Park, Buddhist heritage site of Ramu and Shiva Temple of Moheshkhali situated in close proximity. In Cox's Bazar the National Tourism Organisation (NTO) has been operating four motels, four restaurants and one student dormitory since 1973 and more than three hundred privately owned hotels, guest houses and resorts have been established in this site.

However, approximately 80% of people inhabit rural areas and most of them live in extreme poverty (GoB 2005). Agriculture, fishing and salt production are the main sources of employment for the inhabitants in this site. The rural poor farmers in this site have opportunities to sell their vegetables and fruits to the tourism-related

organisations and can sell fruits and drinks directly to tourists in the street-side stores. Presently, 117 hotels, 62 guest houses 125 cottages are established under private entrepreneurship in Cox's Bazar town and employment opportunity is created for the rural people of this area (Hossain 2012).

The fourth study site, Bandarban, is renowned as a unique part of the country in terms of its landscapes and indigenous ethnic culture. The site is rich in natural resources such as hills, forests and streams though most people live under extreme poverty. Agriculture is the only livelihood means of the indigenous communities in this area. However, handicrafts and handmade garments produced by the indigenous communities can supplement their income and hence contribute to the poverty alleviation problem.

The area is rich in natural resources, with about 51% of the total forest land of Bangladesh located within this region (Zaman 1982). Apart from the physical environment, the lifestyle of eleven different indigenous communities inhabiting this area is the major tourist attraction of this site. Despite having tourism potential, the area remains underdeveloped due to inadequate transportation infrastructure. In the rainy season most hilly roads of rural areas become unfeasible. At that time rural people are unable to bring fruits and vegetables produced in their farms to the markets. However, the United Nations Development Program (UNDP), NGOs and local government departments have been working for human resource development of the indigenous communities in this site. Also, the Department of Cultural Affairs has been working in this district in order to preserve and promote indigenous culture.

The study sites selected for this thesis are predominantly rural areas with tourism potential in terms of beach tourism, nature-based ecotourism, indigenous tourism and handicrafts tourism. Most people in the study sites live under extreme poverty with agriculture and fishing being their only means of livelihood and the rural indigenous communities in the study sites are overwhelmingly dependent on the forest resources of the national parks for their livelihoods.

The critical theory approach represents the world as a complex social system where some stakeholders hold economic, social and cultural power that is either explicit or hidden in nature (Jennings 2001). The roles of the government organisations, NGOs,

NTO, private tourism organisations, aid agencies and community leaders that can facilitate the inclusion or lead to the exclusion of rural people or indigenous communities from tourism employment or self-employment opportunities is investigated. In addition, researchers operating under the critical theory paradigm see inquiry as a means of benefiting excluded or marginalised groups (Jennings 2001). As the reality that leads to social, economic and cultural exclusion can be best understood through research based on the critical theory (Guba and Lincoln 1994; Kincheloe and McLaren 1994), the most appropriate philosophical approach for this thesis is considered to be that of the critical theory.

3.3 Methodological Considerations

Murray and Ozanne (1991) have suggested a three-step methodological approach in order to gather qualitative information when the critical theory paradigm is the basis of any study (see Table: 3.2).

Table 3.2: Methodological Approach of Critical Theory

Research Process	Critical Theory Approach
Initial Stage	Identification of Concrete Practical Problem Identification of all groups involved with this problem
Data Collection Stage General Structure	<i>The interpretive step:</i> Construction of an intersubjective understanding of each group <i>The historical-empirical step:</i> Examination of the historical development of any social structures or processes <i>The dialectical process:</i> Contradiction between the intersubjective understanding and the objective social condition <i>The awareness step:</i> Discuss alternative ways of seeing their situation with the repressed group(s) <i>The praxis step:</i> Participate in a theoretically grounded program of action to change social condition
Data-collection Techniques	In-depth interviews, Participant Observation

Source: Murray and Ozanne (1991, p. 133).

At the 'Initial Stage', identification of research participants is necessary. After identifying the research participants a situation where the researcher and the research

participants would be able understand and trust each other through conversation is created. If there remains a distance in terms of trust and understanding between the researcher and the research participants, getting to the closest proximity of the reality of the phenomenon being investigated is more difficult. Once understanding is established between the research participants and the researcher, collection of qualitative information becomes less difficult and trustworthiness of the findings is enhanced. In-depth interview and participant observation have been recommended for information gathering techniques as the final stage of methodological approach under the critical theory paradigm (Murray and Ozanne 1991).

In this thesis the methodological approach is followed as suggested by Murray and Ozanne (1991). At the outset of the methodological approach, the researcher first identified the possible organisations, projects and community leaders as the access points to the rural poor and indigenous communities. Using these access points the researcher was able to reach the rural poor and other members of the indigenous communities in the study sites.

After identifying the research participants, the researcher had to build a trusting relationship with them. In order to do that the researcher had to stay at the study sites, talk with the community leaders and members and attend their family programs. Gradually, the research participants started trusting the researcher. Moreover, the researcher was allowed to attend in the meetings of the government organisations, NGOs and aid agencies. This enticed the researcher to start information collection from the research participants.

3.3.1 Selection of Stakeholder Organisations

The areas included in the thesis are the places where tourism potential and the rural poor and indigenous communities existed. Under the critical theory paradigm gathering accurate information is very important in order to help empower the marginalised groups (Jennings 2001). Poor people can be marginalised or deprived due to roles of some people and organisations that have power in terms of financial strength, wealth and policy formulation and implementation (Jennings 2001). The researcher has identified and selected projects and organisations from study sites where government organisations, NGOs, NTO, UNDP, USAID and private tourism organisations were operating. These organisations have dominant roles in terms of

tourism development and rural poverty alleviation in the study sites hence inclusion of the extreme poor and indigenous communities as stakeholders is of great importance. Moreover, relationships and networks between these organisations and the extreme poor and indigenous communities can be of importance in facilitating their inclusion in, or lead to their exclusion from tourism development.

When selecting the stakeholder organisations, it was observed that a few government departments and NGOs were operating in several study sites. For example, the NTO has been operating in study site one and three. Similarly, the government cultural organisations have been serving in study site one, three and four. Under the government cultural department Bangladesh Folk Art and Crafts Foundation, Cox's Bazar Cultural Centre and Bandarban Cultural Institute have been working at study site one, three and four respectively. Small and micro enterprises were operating in all the four study sites.

However, the following stakeholders were selected from the study sites:

1. USAID, Nishorgo Support Project (Study Site 2)
2. NGOs and their Micro Lending Projects (Study Sites 2 & 4)
3. Viator Bangladesh Limited, Handicrafts Training Project (Study Site 4)
4. UNDP, Capacity Development Project (Study Site 4)
5. NTO and Motel and Restaurants (Study Sites 1 & 3)
6. Bangladesh Folk Art and Crafts Foundation and Cultural Department, Cox's Bazar Cultural Centre and Bandarban Cultural Institute (Study Sites 1, 3 & 4 respectively)
7. Small and Micro Enterprises (Study Sites 1, 2, 3 & 4).

3.3.2 Description of the Stakeholders

In the following section a brief description is outlined of the selected stakeholders working in the study sites. In order to make access and identification of rural poor and indigenous communities less complicated, these stakeholders were selected (see Table 3.3).

Table: 3.3 Stakeholders Selected in the Study Sites

Study Sites				
Stakeholders	Study Site 1 Sonargaon: Crafts Tourism	Study Site 2 Sylhet: Nature-based Tourism	Study Site 3 Cox's Bazar: Beach Tourism	Study Site 4 Bandarban: Indigenous Tourism
USAID, Nishorgo Support Project		√		
NGOs (Grameen Bank, BRAC, ASA)		√		√
Viator International (Crafts Training Project)				√
UNDP, Capacity Development Project				√
National Tourism Organisation (NTO) Motels and Restaurants	√		√	
Bangladesh Folk Art and Crafts Foundation	√			
Bangladesh Cultural Department/Inst itute	√		√	√
International Resource Organisation (IRG)		√		
International Union for Conservation of Nature (IUCN)		√		
Community Development Centre (CODEC)		√		
Nature Conservation Management (NACOM)		√		
Rangpur,- Dinajpur Ruarl Services (RDRS)		√		
NGO Affairs Bureau (NGOAB)	√	√	√	√

3.3.2.1 Nishorgo Support Project

The USAID sponsored project *Nishorgo* of Bangladesh Forest Department (FD) started its operation to conserve the forests of Bangladesh. As a consequence, the project has operated within Lawachara and Satchari National Parks since 2004. Local communities, state functionaries and NGOs were involved with the project. A Washington-based consulting organization the International Resources Group (IRG) was nominated as an implementing partner by USAID. International Union for Conservation of Nature (IUCN) was an official consultant of the project. Three national NGOs, Community Development Centre (CODEC), Nature Conservation Management (NACOM), Rangpur Dinajpur Rural Service (RDRS), took part in the field level implementation activities of *Nishorgo* project.

In terms of biodiversity conservation of the national parks, wetland and poverty alleviation of rural people in this study site, the roles of IRG, IUCN, CODEC, NACOM and RDRS are of great importance, as described below.

3.3.2.2 International Resources Group

IRG is a Washington-based international professional service firm that helps governments, NGOs, international aid agencies, private sector organisations, communities and households manage natural resources. This organisation was established in 1978 and since its inception IRG has complete over 850 projects in 140 countries. The main task of the organisation is to provide government, aid agencies, NGOs, local communities and private sector organisations management and institutional strengthen services that are necessary in order to ensure biodiversity protection of natural resources such as protected areas and wetlands.

In Bangladesh IRG has been working in the USAID supported projects at the protected areas and wetlands to promote and institutionalise an integrated management system that is called Integrated Protected Area Co-management with the representation of all the stakeholders such as rural people dependent on protected area resources, private organisations, local government departments and NGOs. The *Nishorgo* Network is one of the working models of integrated management systems of LNP and SNP that has been developed by IRG at this study site in support of the

USAID. Detail of co-management model has been discussed in the introduction chapter of this thesis.

In order to promote and institutionalise the Co-management system at this area IRG implemented a public awareness campaign. The organisation helped organise the stakeholders dependent on protected area resources. The IRG field workers informed the rural people living around the national parks and the stakeholders about the importance of biodiversity conservation of the national parks, opportunity for ecotourism development and rationale for a co-management approach. In addition, IRG examined the immediate needs and means required by the Forest Department, the custodian of the LNP and SNP, in order to enhance their capacity to ensure the integrity of the targeted protected area.

3.3.2.3 International Union for Conservation of Nature

IUCN is an international organisation working for the protection and sustainable use of the Earth's natural resources. Since 1948 this organisation has been working with a unique partnership of States, Governments Agencies and NGOs in 160 countries. Protecting, managing and restoring the nature which is critical to the wellbeing of all concerned stakeholders are the key functions of this organisation. In order to accomplish these tasks, IUCN has undertaken different programs such as setting standards and guidelines for conservation, categorising protected areas, determining the threat status of endangered species and monitoring conservation success.

Bangladesh joined IUCN as a State Member in 1972 and IUCN has operated in Bangladesh since 1989. IUCN Bangladesh country office works in collaboration with the national NGOs and with the support of the Ministry of Environment and Forest. In Study Site Two, IUCN has been working with the international aid agency USAID in order to protect the biodiversity of the two national parks and the wetland. This organisation has set standards and guidelines for the biodiversity conservation of LNP, SNP and Hail Haor. Moreover, IUCN has conducted survey to identify endangered species such as mammals, fish, reptiles, birds and amphibians in the mentioned national parks and wetland.

3.3.2.4 Community Development Centre

Established in 1985, CODEC is an NGO that has been working for the poor people of rural and coastal areas of Bangladesh. The aim of this NGO is to improve the livelihoods of the poor people of rural and coastal areas through its community development programs such as education and health services for the extreme poor people of the rural and coastal areas. Moreover, CODEC has Rural Micro Credit and Rural Savings programs. The purpose of Rural Micro Credit programme of CODEC is to provide opportunities for the rural poor people to access loans for productive purposes such as forming micro enterprises. The purpose of Rural Savings Programme of CODEC is to encourage the habit of regular savings. At this study site CODEC has been providing micro credit to the rural poor people in poultry, dairy and retail businesses such as grocery, food and drinks. These small and micro businesses can contribute to the tourism development in terms of supplying food and drinks for the tourists whilst simultaneously, create self-employment opportunity for the rural poor.

3.3.2.5 Nature Conservation Management

NACOM, an NGO founded in 1987, has been working in rural and coastal areas of Bangladesh for the natural resources conservation. This NGO is a member of IUCN and USAID is one of the major donor agencies of NACOM. In Study Site Two, rural people are overwhelmingly dependent on the national parks for firewood. This has placed the national parks under vulnerable condition in terms of biodiversity protection.

In Bangladesh 90% of woman in rural areas are responsible for collecting and storing firewood and cooking food for the family members. As rural women are habituated in using traditional stoves for cooking that require more fire wood, there remains a cultural barrier that restricts the rural women using improved cooking stoves. However, NACOM has been working at this study site in order to promote alternative cooking stoves that require less fire wood. NACOM has been supplying improved stoves to the rural women in order to encourage use of improved stoves for cooking at this site.

3.3.2.6 Rangpur Dinajpur Rural Service

RDRS is a national NGO working for the rural poor in Bangladesh since 1972. This organisation enables rural poor to gain necessary skills, understanding and confidence through their Community Development Training Program (CDTP). Along with CDTP, the organisation provides micro credit to the rural poor and indigenous communities so that they can utilise the credit in income generation activities; mostly, that is by forming small and micro enterprises. The NGO also has health and education programs for poor people and indigenous communities in 14 districts of Bangladesh.

At this study site RDRS has been working to build the skills, understanding and confidence of the rural poor and indigenous communities. This has been achieved by providing micro credit to the poor people and indigenous communities living in and around the national parks and wetlands.

NGOs and international aid agencies have crucial role in terms of tourism development and rural poverty alleviation. The networks and relationships between these organisations and the rural people and indigenous communities living under extreme poverty are of great importance. International aid agencies are dominant stakeholders in the study sites as they are the donor of the tourism-related projects. The NGOs are dependent on the international aid agencies as they are the donor of the tourism-related and poverty alleviation projects. International aid agencies have an urgency to establish relationship with the NGOs as they are the implanting partner of the projects.

Rural poor and indigenous communities are overwhelmingly dependent on the NGOs and international aid agencies in terms of micro credit, training for capacity building and social services such as health, education, sanitation and pure drinking water. However, considering rural poor and indigenous communities by the NGOs and international aid agencies as stakeholders is necessary in order to include them in their projects. If rural poor and indigenous communities can gain financial, social and political power from the NGOs and aid agencies, their inclusion in tourism will be stimulated because they will become definitive stakeholders to the tourism-related other organisations. For this reason, in the study sites the role NGOs and international aid agencies are of great importance.

3.3.2.7 Micro Lending Projects of Local and National NGOs

NGOs in Bangladesh have had a long history of dealing with micro-credit in order to generate income and poverty reduction by creating self-employment opportunities (Chowdhury, Ghosh, and Wright 2005). NGOs are registered under and controlled by the NGO Affairs Bureau of Bangladesh. Currently, the Grameen Bank is the largest micro-credit organization in Bangladesh in terms of loan disbursement (Chowdhury, Ghosh, and Wright 2005). Bangladesh Rural Advancement Committee (BRAC) and Association of Social Advancement (ASA), the two large NGOs after Grameen Bank, have been functioning to achieve poverty alleviation in the country (Chowdhury, Ghosh, and Wright 2005).

The mentioned government organisation and NGOs have been working for poverty alleviation in rural Bangladesh. Brief description of these organisations and their roles for rural poverty alleviation are outlined in the following section:

3.3.2.8 Non-government Organisations Affairs Bureau

Non-government Organisations Affairs Bureau (NGOAB) is a government department under the Prime Minister's Office established in 1990. Its prime objective is to provide a one-stop service to the NGOs operating with foreign assistance. This organisation acts as a liaison office between the foreign donors and the NGOs working in Bangladesh. It is a regulatory body of the NGOs providing services in terms of registration of NGOs and processing of project proposals for foreign donations. NGOAB is responsible for coordination, monitoring, evaluation and inspection of the NGO activities.

3.3.2.9 The Grameen Bank

The journey of the Grameen Bank started in 1976 when Dr. Mohammad Yunus launched an action research project to examine the possibility of designing a credit delivery system targeted at the rural poor people of Bangladesh. The key mechanism of that design was to break the conventional credit system of the commercial banks where collateral security was one of the prerequisites for obtaining loan.

With the success of action research projects in October 1983, the Grameen Bank Project was transformed into an independent bank by government legislation.

Presently, the Grameen Bank has been extending banking facilities such as micro credit and savings to the poor men and women of rural areas. Through its micro credit and savings programs the Grameen Bank has been trying to create self-employment opportunities for the rural poor people of Bangladesh. Despite the fact that loans without any collateral security appear to be an impossible idea, the Grameen Bank has transformed this impossible idea into practical action providing micro credit services to its 8.349 million borrowers, 97% of whom are rural poor women. Borrowers invest in poultry, dairy, local transport, hatchery, agriculture and handicrafts businesses.

3.3.2.10 Bangladesh Rural Advancement Committee

This NGO was established in 1972 in order to provide relief and rehabilitation assistance to the war affected people following the end of Bangladesh's war of liberation in 1971. In 1974 BRAC started its micro finance program for the rural poor people of Bangladesh. It has projects for the development of agriculture, livestock, sericulture and fisheries sectors in Bangladesh. As most rural poor farmers are poor and uneducated, BRAC has undertaken projects to increase awareness of the rural poor farmers in terms of using improved farming technologies and adaptability to climate change. Moreover, BRAC has been providing education and health facilities to the rural poor children through their primary schools and health workers. Community development programs such as human rights and legal aid services are also provided to the rural women by this NGO. Presently, BRAC has been working in 11 countries with their micro credit, agriculture, education, health care and community development programs.

3.3.2.11 Association for Social Advancement

ASA is an NGO working for rural poverty alleviation since its inception in 1978. The objective of this NGO is to alleviate rural poverty by providing access the rural landless poor people to the financial services through its micro credit programs. The NGO operates its micro credit programs through its 3236 branches situated in 64 districts of the country. In addition to the micro credit programs, ASA has different programs such as education loan, special loan for natural disaster affected rural areas and health assistance for the micro credit borrowers.

At this study site this NGO has a crucial role in poverty alleviation in by allowing access by the poor people to micro credit opportunities and providing social services such as education and health services. The NGOs have legitimate relations with the rural poor and members of indigenous communities who are the beneficiaries of micro credit programs. However, the rural poor are dependent on the NGOs as they have limited, or no, options to get micro credit without any collateral security from government banks. If the extremely poor and indigenous communities of rural areas are disbarred from the micro credit facilities of the NGOs, they will be unable to gain power and hence will not be treated as stakeholders by the tourism-related organisations. This will force them to remain under extreme poverty. Under these circumstances, the mentioned NGOs in the study sites can be considered as dominant stakeholders that have crucial roles for exclusion or inclusion of rural poor and indigenous communities living under extreme poverty.

3.3.3 Relevant Projects

3.3.3.1 Handicraft Training Projects of International NGOs

Viator Bangladesh Limited, a subsidiary of Norwegian company Viator, has been providing training to local indigenous communities in the hill district, Bandarban in order to create employment opportunities. This international NGO has been operating since 2002. The beneficiaries of the training programs are the rural indigenous people, with handicrafts produced by the indigenous community purchased and exported by Viator in local and foreign markets.

The main objective of this organisation is to create employment opportunities for the indigenous communities through handicrafts. In Study Site Four this organisation organised a training programme in participation with the 11 indigenous community members. In the hill district, Bandarban, the indigenous communities produce handicrafts such handmade garments, bamboo, cane and wooden items for their own use. Viator has been trying to build awareness among the indigenous communities regarding the potential of their handicrafts in local, national and international markets. Viator has showrooms of handicrafts at Bandarban and the capital city, Dhaka. Moreover, it exports craft items to Norway, Sweden, Australia, Nepal, Japan and the USA. As the organisation has been practicing Fair Trade, the indigenous communities are getting wages and prices for their produced craft items and, hence,

self-employment opportunities have been created for them. This organisation has been playing an important role for promoting handicrafts to the tourists at home and abroad whilst, simultaneously, contributing to the rural poverty alleviation in Bangladesh.

In Study Site Four, the role of Viator Bangladesh Limited is very important for tourism development and extreme poverty alleviation. This organisation has been working for the promotion and marketing of handicrafts and handmade garments produced by the indigenous communities in the site. Through its training programme, Viator Bangladesh Limited has been able to establish relations with indigenous communities and trying to empower the indigenous communities through its training programme and selling their handicrafts and handmade garments at home and abroad. The organisation has an urgency to consider the indigenous communities as stakeholders because they get donations from their parent organisation, Viator Norway, for the empowerment of the rural indigenous communities in the hill district of Bandarban. On the other hand, the indigenous communities are dependent on the organisation to purchase their produced handicrafts.

Handicrafts and handmade garments are the cultural symbols of the indigenous communities. However, when producing handicrafts and handmade garments for commercial purposes, there is a possibility for cultural exclusion of the indigenous communities (MacCannell 1973). So, keeping the culture intact whilst also becoming involved in tourism development through producing and selling cultural products such as handicrafts and handmade garments to the tourist market is a crucial issue in this study site.

3.3.3.2 Capacity Development Project of the UNDP

Under capacity development projects, the UNDP has different components that include health, education, farmers training, rural infrastructure development and training on entrepreneurship development (UNDP 2005). The UNDP has a significant role in Bangladesh in terms of financial, technical and institutional support for tourism development. The initial Master Plan for tourism development of the country was formulated with the support of the UNDP and the UNWTO (Hall and Page 2000). Moreover, the only Tourism Training Institute of the country was founded in 1974 under the technical and financial cooperation of UNDP (Hasan

1992). Presently, Bangladesh is one of the largest recipients of UNDP's core funding for poverty alleviation (UNDP 2005).

The organization has been working at the Chittagong Hill Tracts Area of Bangladesh with an overarching goal of development and poverty alleviation by means of employment opportunities, expansion of agriculture production, small enterprises development, rural infrastructure development and improved social services such as health and education services for indigenous communities (UNDP 2005).

In this study site the role of the UNDP is very crucial in terms empowering indigenous communities. Thus, the indigenous communities are dependent on the UNDP. In addition, it is necessary that the indigenous communities be considered as stakeholders by the tourism-related private organisations. If indigenous communities are unable to sell their produced items such as vegetables, fruits, handicrafts and handmade garments directly to the private tourism organisations, they will be excluded from the economic benefits of tourism development. Hence, the overall programme of the UNDP through its capacity development project will not be effective in bring the indigenous communities out of extreme poverty.

3.3.3.3 Motel and Restaurants of the NTO

The National Tourism Organisation (NTO) has been operating accommodation and restaurant projects in 16 districts in Bangladesh. They have four motels, one youth dormitory and four restaurants in Cox's Bazar. The NTO has a substantial role in terms of employment generation for the rural people. Moreover, the NTO operated motels and restaurants can support the rural farmers in terms of purchasing food, vegetables, fruits, poultry and dairy product directly from them. The rural poor have the opportunity to sell their fruits directly to the tourists in Cox's Bazar and can generate self-employment opportunities for the rural poor and hence provide them with the opportunity to escape from extreme poverty.

NTO has a crucial role to play in restricting rural poor from economic exclusion in Cox's Bazar. However, the role of NTO is dependent on how the rural poor people are considered for employment in NTO operated motels and restaurants. The backward linkage opportunities between the NTO and rural farmers depend on business relationships in terms of supplying locally produced food, vegetables, fruits,

fish, poultry and dairy products. If the rural poor farmers are not considered as stakeholder by the NTO, they can be excluded from tourism development benefits.

3.3.3.4 Folk Art and Crafts Foundation and Cultural Department of Bangladesh Government

The Folk Art and Crafts Foundation have been displaying the folk culture and handicrafts of the country using its eleven galleries. Wooden, bamboo and cane crafts, rural lifestyle, traditional paintings, indigenous lifestyle, pottery, metal crafts, terracotta works, tile and ceramic works and handmade garments are displayed the museum galleries. Every year the foundation arranges a month-long folk and crafts festival. Many folk artists and craftsmen from rural and remote areas participate in the festival. Poor craftsmen are provided space, financial and technical facilities so that they can stay during the festival. A home environment is created for the craft makers in order to represent the actual environment under which the craft makers produce their crafts so that tourists can enjoy the production processes and purchase handicrafts directly from the crafts persons.

Under the Ministry of Cultural Affairs two indigenous cultural organisations have been working at the study sites Cox's Bazar and Bandarban in order to promote and preserve indigenous culture. The government cultural organisations, Cox's Bazar Cultural Centre and Bandarban Cultural Institute organise training programs for the indigenous community members. Moreover, these centres organise festivals in participation with the indigenous communities in some occasions such as Liberation Day, Victory Day and Bengali New Year Celebration.

The Folk Art and Crafts Foundation and government cultural organisations have important roles for the rural poor and indigenous communities in Study Sites One, Three and Four. As government organisations the Folk Art and Crafts Foundation and the cultural departments, their present relations with the poor craft persons and indigenous communities can be of great importance. The Folk Art and Crafts Foundation can facilitate inclusion of rural poor and indigenous communities in tourism development. However, it depends on how the craft-skilled poor will be considered in terms of stakeholder salience by other stakeholders such as private tourism organisations in this study site.

Similarly, the government cultural organisations are the demanding stakeholders in the study sites where they have been operating to preserve and promote indigenous culture. The role of government cultural organisations can restrict the cultural exclusion of the indigenous communities. Indigenous culture can be developed as a tourist attraction provided stakeholders play an important role in order to present that in front of the tourists.

3.4 Qualitative Information Collection Stages

3.4.1 Identifying Participants

When adopting the critical theory paradigm for thesis research, identifying marginalised people or groups is necessary (Murray and Ozanne 1991). In this thesis, extensive field work and reviewing of project documents has helped the researcher identify the stakeholders such as Governments, NGOs, NTO, the UNDP, USAID, tourism-related private enterprises and community leaders of rural poor and indigenous communities. In turn, these organizations have helped as reference points for identifying rural poor and indigenous communities in the sites.

The researcher had to stay for approximately two months at each study site in order to become involved with the research participants. Involvement meant attending weekly and monthly meetings between organizations and the rural poor people and the indigenous communities. In addition, the researcher observed the micro credit programs of the NGOs in the study sites. In protected areas, the researcher used local tour guides and community leaders while making contact with rural poor and indigenous communities. As a part of the field work, the researcher had to stay in the homes of indigenous community leaders. The leaders then introduced the researcher to the other community members. Hence, in each of the study sites the researcher was able to become part of the community and examine first-hand the stakeholder relations.

3.4.2 Gaining Access to Study Sites and Participants

The researcher emphasized participation of the rural poor and indigenous communities who were excluded from the benefits of the government organisations, NGOs, NTO, private tourism organisations, UNDP and USAID. In order to reach the excluded rural poor and indigenous communities it was necessary to gain access to

the organisations. At the time of field work the researcher realised that prior permission from the authorities of the identified organisations was necessary to get access and interview the participants.

This is very difficult to get any information from the government departments in Bangladesh as the government officials believed that information disclosure can be a threat to the security, integrity and sovereignty of the government. Even access to the NGOs, UNDP and USAID offices in Bangladesh for gathering information is not easy and these organisations are not convinced that the information gathered from them will not be used for other than academic purposes. However, the researcher was able to convince these project and organisation authorities that the information gathered would be used only for academic purposes.

At the initial stage of field work, the researcher talked with an NTO official in Study Site One, Deputy Director of Bangladesh Folk Art and Crafts Foundation in Study Site One, NGO and UNDP officials in Study Site Four and USAID officials in Study Site Two. The NTO official was in charge of Director Planning who confirmed for the researcher that prior permission from the Chairman of NTO was mandatory in order to get access to the business units of the organisations operating in Study Site Three. Similarly, the Deputy Director of Bangladesh Folk Art and Crafts Foundation suggested the researcher obtain permission from the Director of the organisation in order to access to the organisation. The NGO, UNDP and USAID officials asked for the permission from their higher authorities as well. These officials confirmed for the researcher that unless and until they were permitted by their higher authorities they were unable to give interviews or supply documents. The researcher applied for prior permission to the Chairman of NTO, Director of Bangladesh Folk Art and Crafts Foundation, Managers of NGOs, District Manager of the UNDP and Cluster Director of USAID Project Nishorgo in order to get access their organisations, project sites and the libraries of the NTO, Folk Art and Crafts Museum and Cultural Department.

3.4.3 Initial Contacts

Returning to Bangladesh in December 2009 proved to be a difficult time to identify research areas and related projects targeted at the poor. The tourism-related organisations become extremely busy as this period is the peak tourist season in Bangladesh. As a consequence, the researcher initially contacted the Director of the

NTO who was responsible for the planning and development of tourism in the country. From secondary sources and field works, the researcher became aware that the UNDP had been working on poverty alleviation projects in the indigenous inhabited hill districts of Bangladesh. In addition, the government Cultural Department, Folk Art and Crafts Foundation and USAID's protected area-based projects were under consideration as potential contact points. The aim of the researcher was to gain access to the related projects and organisations first as this would be more effective in order to know the reasons why poor people are excluded from the benefits of these projects and organisations. Similarly, acceptability of the researcher by the poor people would be less time consuming as these organisations had already been working in the study sites.

Access was initiated by using 'Introductory Letters' (see Appendix B) to the mentioned organization heads. A brief outline of the objectives of the research was included in the initial letter and the researcher, supervisor and associate supervisor introduced. In the body of the letter the researcher requested for access permission to the organisations and the project sites. The researcher requested permission to conduct in-depth interview of the organisation members working at the study sites. Permission for using the libraries of the organisations and project documents was also sought through this letter. Finally, a brief description of research participation method was also appended in that letter. After receiving the initial letter, responses from the respective organisations were very prompt and positive (see Appendix: C).

3.4.4 Identifying Other Stakeholders

The extent of stakeholders, particularly the rural poor people and indigenous communities excluded from the key organizations related to tourism development and poverty alleviation was unknown to the researcher prior to undertaking the study, with the exception of one study site, Cox's Bazar where the researcher had previously conducted a Master's thesis project with the National Tourism Organisation. Hence, a form of snowball sampling technique was used in circumstances where the extent of the stakeholder population was unknown (Heckathorn 1997). The snowball sampling method generates referrals from existing study participants who know about others possessing knowledge and characteristics

that are of research interest (Biernacki and Waldorf 1981). This led to the adoption a snowball sampling method for sampling and qualitative information collection.

However, identifying the initial contacts is always a challenge with snowball sampling (Biernacki and Waldorf 1981). Social visibility is considered as an effective approach in locating the initial reference points (Biernacki and Waldorf 1981). According to Gould (1993, p. 158):

Social visibility is defined as the extent to which a particular problem is readily detectable through first hand observation of the phenomenon.

To enable the identification of initial points of contact for participants who were working for tourism development and poverty alleviation projects and organisations in the study sites, the researcher applied the social visibility concept along with of the relevant grey literature, discussed in the next section.

As the snowball sampling technique was applied to identify participants in order to avoid the possibility of overlooking any potential participants, a specific question was incorporated at the end of the interview schedule to enable participants to nominate potential persons who could contribute regarding the investigation (see Appendix D). The interviewees were asked '*Could you please suggest the name(s) of any other organizations or individuals who can contribute to this research?*'. The question helped the researcher find other potential participants.

3.4.5 Identifying Initial Reference Points

In applying the social visibility concept, along with an in-depth review of project documents the researcher travelled to the capital city, the north-eastern and south-eastern regions of the country. Project documents and the field work helped the researcher identify initial participants and organizations related to the investigation. The researcher was able to identify that the roles of local government departments, NTO, NGOs, UNDP, USAID, private tourism organisations and the community leaders were of great importance in identifying rural poor and indigenous communities in the study sites. In the first two months of the first phase from December 2009 to January 2010 the researcher identified the initial reference points.

The key contacts in the organisations were considered to be knowledgeable about the activities and programs undertaken. Hence, the NTO, NGOs, UNDP, USAID, Folk Art and Crafts Foundation and Government Cultural Department and Tour Operators' Association of Bangladesh (TOAB) were used as initial reference points for the study.

TOAB is an association of the privately owned tour operators of Bangladesh. The organisation was established in 1996 and presently it has 188 members. In tourism development of the country TOAB has been playing an important role. The organisation organises tour fair in Bangladesh every year where tour operators from abroad participate. Moreover, TOAB participates in the tour fairs of abroad in order to promote Bangladesh as a tourist destination. The member of this organisation organise tours in home and abroad.

These initial referrals helped locate other knowledgeable participants such as names of eco-tour guides of LNP, SNP and Hail Haor, indigenous communities of LNP, SNP and Bandarban, other NGOs, local elites and small and micro enterprises such as retailers of crafts, food, fruits, poultry, dairy and livestock business people in the study sites. With referrals from these individuals and organisations the researcher was able to reach to the rural poor and indigenous communities.

3.4.6 Research and Interview Questions

Interviews were conducted in compliance with the research objectives and research questions. Research participants were asked about their present and potential roles in tourism development and poverty alleviation. Further, their present relationships with government organisations, NGOs, tourism-related organisations and international organisations were discussed. Interview participants were asked about the poor and indigenous community's benefits from tourism development in terms of employment and self-employment opportunities. Interview topics included about the barriers that exclude the poor and indigenous communities to become involved through employment in tourism-related organisations and self-employment by forming small and micro enterprises. Also, the interview participants were encouraged to say about the possible measures that can restrict their exclusion from tourism development benefits.

The interviews enabled the researcher to understand how the present organisations and their networks were contributing to tourism development and poverty alleviation and in what ways the rural poor were economically, socially and culturally excluded. Moreover, the interviews helped the researcher identify the roles of the key organisations in this exclusion and opportunities for inclusion in future tourism development.

Given that the in-depth interviews were semi-structured a list of questions was developed so that the participants could understand issues to be discussed while simultaneously the interviewer might not be distracted from the topic of interest. The interview questions were divided into two sections: three introductory questions to make the participants feel easy and relaxed and the nine questions concerned with the research objectives (see Appendix D).

3.4.7 Information Collection Techniques

When understanding a research problem based on the critical theory paradigm, it necessary that the researcher becomes a member of the research participants in order to immerse into the reality and collect the qualitative information (Hammersley and Atkinson 1983). In this regard, the emic approach is suggested by researchers in order to overcome this problem in qualitative study (Fetterman 2010; Jennings 2001; Malinowski 1922). No single method has an advantage over another and numerous techniques are suggested for data collection associated with qualitative research (Denzin and Lincoln 2005). Knowledge of the types of phenomena being investigated, the availability of participants and accessibility in the study field help determine appropriate data collection method(s) (Silverman 2000). Time and resources such as finance are considered as important influencing factors in selecting a data collection method (Jennings 2001).

Under the critical theory paradigm, in-depth interview is suggested for qualitative inquiry in order to understand the social construction of different groups concerned with the phenomenon being investigated (Murray and Ozanne 1991). Moreover self-engagement by the investigator is fundamental in explaining the reality, critiquing the situation, empowering excluded groups and bringing about substantial change (Bapat 2005). Participant observation is another important technique used to identify the roles of the involved groups and the barriers that restrict the wellbeing of the

marginalized groups (Jennings 2001). As it is ensured before that in this study, the researcher was able to enter host communities and achieve acceptance of the different groups. However, the data collection methods utilised for this thesis were:

- Face-to-face, unstructured in-depth interview with the stakeholders in government organisations, NGOs, NTO international aid agencies and private tourism organisations involved in poverty alleviation and tourism development.
- Direct observation of study sites, interaction and events such as meetings and discussions with respondent groups
- Grey literature such as published and unpublished project reports, archival records including maps and diagrams.
- Field notes and reflections from in-depth interviews and direct observations.

3.4.7.1 Conducting the Pre-Test

At the outset, five in-depth interviews were conducted in the pre-test and with interview participants demographics as shown in Table 3.3. The pre-test interviews enabled the researcher to refine the interview questions, for example, interview questions two and three were as follows:

2. *Could you please tell me about your links with the other stakeholders who have key roles in developing tourism in Bangladesh?*
3. *What relationships do you have with other organizations (Government, NGOs, International Organizations etc.) at present?*

While discussing question two, pre-test participants indicated their relation with other stakeholders along with the governments, NGOs and the International Organization, thereby duplicating the response to question three. On the basis of the discussion held between the researcher and supervisor, answers to these two questions were merged and analysis was also carried out following the change. A similar issue emerged in questions seven and nine as follow:

7. *Could you please tell me about the personal, political, financial or any other networks that are functioning within each program?*

9. *What kinds of networks or relationships are desirable for contributing to poverty alleviation through tourism in Bangladesh?*

Table 3.4: Demographic Description of Five Pre-test Research Participants

Sl. No.	Gender	Age Group	Occupation
01	Male	35-40	Retailer of Handicrafts
02	Female	55-60	Indigenous Crafts Maker
03	Male	30-35	Fishing/Agriculture
04	Male	30-35	Boatman
05	Female	45-50	Indigenous Crafts Maker

While discussing question seven, participants expressed the desired networks that would work for tourism development and poverty alleviation in their respective destinations. As a consequence, after pre-test these two questions were merged and information was interpreted considering the change.

3.4.7.2 Review of Documents

Regardless of whether a researcher uses a quantitative or qualitative approach, use of existing documents is an important method for data or qualitative information collection (Lincoln and Guba 1985). Review of records and documents can be of great importance in a qualitative inquiry for many reasons as information provided in documents might not be available in spoken form. Moreover, documents enable the researcher to penetrate historical insights of the investigated phenomena (Hodder 1994).

The researcher was able to secure permission access to stakeholders such as the UNDP, NTO, NGOs, USAID, Bangladesh Folk Art and Crafts Foundation and Government Cultural Offices and using their libraries. This access helped the researcher find a wide range of grey literature. According to Conn et al. (2003, p. 256):

Grey literature refers to studies with limited distribution (i.e., those not included in computerized bibliographic retrieval systems), unpublished reports, dissertations, articles in obscure journals, some online journals, conference abstracts, policy documents, reports to funding agencies, rejected or unsubmitted manuscripts, non-English language articles, and technical reports.

The grey literature relevant to the study sites included monthly bulletins, annual reports, articles, maps, diagrams and project documents of the NTO, Folk Art and Crafts Foundation, UNDP, USAID and Cultural Department and these enabled the researcher to gain valuable insights into the study sites.

Many published and unpublished documents were examined while conducting this study. The project documents of UNDP, NTO, NGOs, and Nishorgo Support Project of USAID and the Forest Department are used extensively in this thesis. The researcher also collected official records from Bangladesh Folk Art and Crafts Foundation in order to update information. When collecting the project documents, the researcher followed proper processes and applied to the authorities for project documents and records when it was felt necessary. Some documents were collected from archival records of the relevant organizations and some were readily available from the websites of organizations. The researcher maintained an ethical stance while collecting and using these documents and records and the ethical issues are discussed in details in a separate section at the end of this chapter.

3.4.7.3 Interviews

According to Denzin and Lincoln (1994, p.353)

The interview is a conversation, the art of asking questions and listening. It is not a neutral tool, for the interviewer creates the reality of the interview situation. In this situation answers are given. Thus the interview produces situated understandings grounded in specific interactional episodes.

Unlike a structured questionnaire used in survey research, interviewing starts with more general questions. As research objectives are determined initially, the relationship between research objectives and questions is identified and prepared in advance to make the interview meaningful (Fontana and Frey 1994).

Before conducting interviews, the researcher sent a formal letter to each potential interviewee outlining the research objectives and the letter was sent using courier

services in order to save time. For local small and micro enterprises the researcher had delivered the letter personally by hand in while undertaking field study. A consent form was attached to the introductory letter (see Appendix: F). All letters were developed in two different language versions, Bengali and English. Bengali versions used the national language Bengali because most small and private tourism entrepreneurs and the rural poor and indigenous community members had little or no English proficiency. The Government Organisations, UNDP, NGOs, NTO and International Organisational were addressed in English. Out of 49 interviews 47 interviews were conducted in Bengali, though the choice of interview language was completely dependent on the discretion of the interview participants. Before starting the interview, participants were asked whether they preferred English or Bengali.

Although the interviews were unstructured, a set of questions was attached to the introductory letter and consent form so that the research participants could understand what sort of information could be asked of them (see Appendix: D). Providing research participants with an idea of the scope of the questions was designed to eliminate ambiguity regarding the topic, ensure meaningful understanding for the participants, allow them to ask questions of clarification and provide accurate and relevant information.

All interviews were conducted at the preferred time and place of the research participants to ensure they would feel no discomfort in an unknown or unfamiliar environment as uncertainty could lead to confusion of information given by them. In every interview the researcher played the role of interviewer and this ensured accuracy of information recorded. The interviews were recorded using digital voice recorder. After conducting interviews the researcher used to listen the recorded interview to have a preliminary idea about the information provided by the interviewees. The recorded interviews were transcribed. As the interviews were recorded, possibility of overlooking any information was least while transcribing the interviews. Moreover, interview transcripts were sent to the participants for reading and providing comments. They were requested to make any necessary modification they felt necessary and hence the validation of the information provided by the research participants was ensured.

3.4.7.4 Information Saturation

Information or theoretical saturation is an integral part of qualitative research (Glaser and Strauss 1967; Strauss and Corbin 1998). According to Bowen (2008, p. 140):

Data saturation entails bringing new participants continually into the study until the data set is complete, as indicated by data replication or redundancy. In other words, saturation is reached when the researcher gathers data to the point of diminishing returns, when nothing new is being added.

The qualitative information gathering procedure could not be performed for an infinite time period (Strauss and Corbin 1998). Information redundancy or theoretical saturation is suggested as a probable end-point of information collection while using in-depth interviews in qualitative research (Lincoln and Guba 1985). By March 2010, a total of 21 interviews had been conducted for this thesis. Transcribing of the conducted 21 interviews was also completed. The researcher used NVivo-9, a computer assisted qualitative information interpretation software in order to generate themes from the interviews in relation to the interview questions. While developing themes using qualitative information from the conducted 21 in-depth interviews, the researcher identified that from each in-depth interview new information was emerging and hence replication of information was not occurred. As suggested by Sandelowski (1995), this was an indication to bring new participants into the study in order to reach at information saturation stage.

Following a discussion between the supervisor and the researcher it was agreed that the information collected had not reached a saturation stage. By this time, the researcher was well known to organization members and the rural poor and indigenous communities in the study sites as well. This helped the researcher to conduct more interviews within a short period of time. In April 2010 the researcher further conducted 15 interviews in study sites and a limited number of new themes emerged from those 15 interviews. However, to capture all the possible new themes the researcher continued interviews in a selected manner in the next three months; i.e., May, June and July of 2010. After 49 interviews, the researcher finally confirmed that the information had reached at saturation stage because no new information was emerging from the interviews.

3.4.7.5 Direct Observation

Observation under a real life situation is one of the most important means of gathering information in qualitative research (Denzin and Lincoln 1994). According to Marshall and Rossman (1995):

Observation entails the systematic noting and recording of events, behaviours, and artefacts (objects) in the social setting chosen for study. For studies relying exclusively on observation, the researcher makes no special effort to have a particular role; to be tolerated as an unobtrusive observer is enough (p. 79).

Inevitably, the role of the observer is crucial in this process while gathering information using this technique (Adler and Adler 1994). Researchers argue that the observer should have an interest in the scene or behaviours and have access to the particular settings in order to ensure realistic and accurate observation (Adler and Adler 1994).

At the time of field work the researcher was permitted to observe the meetings of the related organizations where discussions were held regarding important issues, thereby allowing for observations and documentation of information not overtly provided by participants. Moreover, notes and photographs of participants, events and situations were taken in order to describe the investigated phenomenon in a more realistic and meaningful way. The direct observation also enabled the researcher to compare and verify the official records and the interview transcripts. However, due to ethical considerations and commitment with the participant organisations and projects, the precise records documented from direct observation are not appended in the thesis, rather, they are kept in the university authority's custody as required by the policy of PhD research project of the researcher's university.

In order to investigate phenomena, Creswell and Miller (2000) have suggested the application of self-reflection as a validation procedure when adopting observation method in the critical theory paradigm. According to Creswell and Miller (2000, p. 127):

Self-reflection is a validity procedure for researchers to self-disclose their assumptions, beliefs, and biases. This is the process whereby

researchers report on personal beliefs, values, and biases that may shape their inquiry. It is particularly important for researchers to acknowledge and describe their entering beliefs and biases early in the research process to allow readers to understand their positions, and then to bracket or suspend those researcher biases as the study proceeds. This validity procedure uses the lens of the researcher but is clearly positioned within the critical paradigm where individuals reflect on the social, cultural, and historical forces that shape their interpretation.

Direct observation enabled the researcher in the process of self-reflection. The researcher received different information from interview participants on a same interview topic. The direct observation process helped the researcher apply his personal beliefs, knowledge, values and assumptions in order to identify the reality.

3.4.8 Research Ethics

Ethical issues are considered very important in qualitative research and the typical ethical issues include the consent of the research participants to ensure that the study will not have harmful effects on the research participant but will respect the participants' cultural practices, values and beliefs (Gaglio, Nelson, and King 2006; Giordano et al. 2007). In addition, the privacy and anonymity of the research participants should be regarded and they should not be deluded regarding the rationale of the study (Bryman 2004).

Once the proposal for the current thesis was approved by the University Ethics Committee (Ethics Clearance No. MGT-HDR 08/09), the researcher started field work. As a part of his field work the researcher initially started contacting officials of government organisations, NGOs, UNDP, USAID, Folk Art and Crafts Foundation and private tourism organisations in the selected study sites. The field level staffs in these organisations asked the researcher for permission from their higher authority in order to get access to the field level projects and offices, use their libraries and project documents and conduct staff interviews. The researcher started contacting organizational heads by means of an introductory letter, a separate letter for in-depth interviews, a participants' consent form and a list of interview questions.

With research ethics approval from the university authority, the researcher spent four weeks identifying projects and organisations related to micro credit operation,

conservation of natural resources, infrastructure development, human resource development, social services and tourism businesses in rural areas of Bangladesh.

In addition to the general ethical considerations of qualitative research, there was a requirement to consider the cultural practices, values and beliefs of the people of Bangladesh. When conducting in-depth interviews with research participants from the rural poor and indigenous communities, the researchers had to take their cultural practices, values and beliefs into strong consideration.

Interviewing female participants was a challenge for the researcher. As a cultural practice in rural Bangladesh, females do not feel free to talk or discuss on any issue with any male who is unknown to them; rather, they feel comfortable in talking with females. The researcher found that the female participants would agree to participate in the study provided they were permitted either by their husbands or parents. The researcher was able to conduct interviews with seven female participants. Out of seven female interviewees, the researcher had to talk first and convince husbands or parents of five female participants. Only two female participants did not feel the need to secure prior permission from their husbands or parents for interviews.

In the study sites, conducting in-depth interviews from indigenous communities was a challenge for the researcher in terms of ethical issues. Indigenous community members rarely interact with any person outside of their communities without the permission of their community leaders. The researcher first talked with the indigenous community leaders and indicated the purpose of the study. The community leaders were convinced and allowed the researcher to conduct in-depth interviews with whomever he felt necessary. In addition, indigenous community leaders helped the researcher locate the community members and organise interviews.

In addition to the above, research participants' confidentiality was ensured in a number of ways. A code was used for each interviewee rather than a participant's or organization's name. Research participants were assured that confidential interview information would be used only for research purposes and transcripts would be preserved in a secured place with access restricted to the supervisor and the researcher only. Research participants were assured that no information would be used that enabled participants to be identified. Prior to each interview the researcher

confirmed this commitment and interviewees signed a consent form (see Appendices H & I). As the interviews were recorded in digital voice recorder, prior permission was secured from the interviewees and permission secured before any photographs were taken for research purposes. Also, permission from a few research participants were secured in order use interview photographs in this thesis.

3.5 Validity and Reliability

Debate on validity and reliability issues in research is testament to the differences between qualitative and quantitative research (Decrop 2004). Researchers argue that whatever approach is undertaken, quantitative or qualitative, it must follow basic principles on which the trustworthiness of the investigation process can be evaluated (Marshall and Rossman 1995).

Several criteria have been suggested by researchers in order to examine the validity and reliability of qualitative research, but the most widely mentioned and accepted is Lincoln and Guba's (1985) criteria that enhance trustworthiness of qualitative inquiry. Lincoln and Guba (1985) have proposed the four criteria of credibility, transferability, dependability and confirmability that are used to enhance the trustworthiness of this thesis.

Credibility: Credibility refers to how truthful the findings are (Lincoln and Guba 1985). This can be enhanced by applying a technique of validation. Under this technique interview participants are invited to read their transcripts and/or summary of their interview provided by the researcher (Decrop 2004). Interviewees are requested to comment on the transcript and any disagreement with interpretations or additional information can be reintroduced by the researcher into the analytical process (Decrop 2004). In the current study, the member check process was maintained rigorously.

The possibility of overlooking and distortion of information was avoided as all the interviews were recorded using the digital voice recorder. The recorded interviews were transcribed with great attention so that no information was overlooked. The interviews conducted in Bengali were translated into English very carefully in order to avoid information distortion. Moreover, at the time of transcribing, the researcher rewound each interview record several times in order to ensure validity of the

information. Interview transcripts were sent to participants for reading and providing comments. They were requested to make any modification they felt necessary. Only 12 interviewees modified their transcript, and credibility of the findings was enhanced by interpretation occurring only after completion of the member check process (see Appendix G). The researcher was informed by 16 interviewees through email or phone that they had agreed with the transcripts. As 20 interview participants were less educated and unable to read interview transcripts, an alternative approach was applied in order to validate their interviews. First, these interviewees were allowed to listen their recorded interviews and requested to make any modification they felt necessary. Second, the researcher read out the transcripts in front of the interviewees who were asked to make any modification they felt necessary. However, the 20 interviewees did not modify any part of the interview.

As a part of validation process adopted for this thesis the researcher went for a second round field work that was performed between November 2010 to January 2011. Under this process, the interview summaries were presented to the research participants at four study sites. The research participants were invited to take part in an informal group meeting with the researcher and his supervisor. The researcher presented the summary and asked for the opinions of the research participants. However, due to time constraints the supervisor of the researcher was able to attend in two meetings in two study sites. The research participants were agreed on the summaries of the interviewees.

Transferability: Transferability in qualitative research is concerned with the extent to which the research findings can be applied to another setting (Lincoln and Guba 1985). This can be achieved when the findings of the study fit into another context or when readers consider the findings as meaningful and applicable in their own context (Sandelowski 1986).

The research was conducted in the context of a developing country. The findings of the research may be of interest in another developing country and readers can determine the applicability of the findings to their context.

Dependability: Dependability refers to the degree to which results are consistent and reproducible (Lincoln and Guba 1985). In qualitative research, a reasonable degree

of consistency or dependability is necessary to increase trustworthiness (Tutty, Rothery, and Grinnell 1996). Dependability can be increased in a number of ways. Prolonged engagement and audit trail are notable techniques for enhancing dependability in qualitative research (Decrop 2004). According to Lincoln and Guba (1985, p. 301):

Prolonged engagement is the investment of sufficient time to achieve certain purposes: learning the culture, testing for misinformation introduced by distortion either of the self or of the participants and building trust.

A member check refers to the use of a second opinion while interpreting qualitative information (Decrop 2004). According to Creswell and Miller (2000, p. 128):

The external auditor examines this documentation with the following questions in mind: Are the findings grounded in the data? Are inferences logical? Is the category structure appropriate? Can inquiry decisions and methodological shifts be justified? What is the degree of researcher bias? What strategies were used for increasing credibility?

In this study the researcher has maintained both prolonged engagement and member check techniques in order to increase dependability. Being born and raised in Bangladesh and having served as a university lecturer for more than a decade in his country, familiarity with the local culture and dialect was an added advantage for the researcher. Furthermore, recognition as a university teacher helped the researcher gain the trust of organizations and community people and verification of issues raised by the participants ensued from doing intensive field observations and talking to the people at selected study sites.

The researcher utilised his supervisor as an external auditor in order to check the transcripts and interpretation of in-depth interviews at various stages. The researcher had fortnightly meetings with the supervisor to discuss the research plan and implementation procedures. While staying in Bangladesh for field visits, the researcher had frequent communication with his supervisor over email and telephone. Interview transcripts, consent forms and other correspondence were sent regularly to the supervisor and rigorous member checking helped the researcher build an audit trail.

Confirmability: Confirmability relates to how neutral the findings are (Lincoln and Guba 1985) and demonstrating the ‘Audit Trail’ is suggested by researchers in order to enhance the confirmability of qualitative research. Audit trail refers to documentation accumulated about the research process that include recorded interviews, signed consent forms, transcripts, memo reports, collected secondary documents, pictures, notes and tour dairies (Lincoln and Guba 1985).

The audit trail was maintained rigorously by use of the tape recorded interviews, socio-demographic data sheet of participants, signed consent form of the project and organisation heads and research participants. The returned transcripts were also signed by the interviewees. Secondary documents such as projects reports, study site organisations’ report, pictures, field notes and tour diary collected and preserved. These records have helped enhance the confirmability of this thesis.

Reflexivity: In order to enhance credibility of research findings, researchers have suggested applying reflexivity in qualitative research (Fontana 2004; Guba and Lincoln, 1994; Primeau 2003). Reflexivity refers to the degree of influence that researcher exerts, either intentionally or unintentionally, on the findings that adds credibility to the research and should be a part of any method of qualitative research (Jootun et al. 2009). In this thesis the researcher’s own values and views have been applied along with respondents data in findings section that has helped interpreting how the rural poor and indigenous communities are excluded from tourism development benefits and remain trapped under extreme poverty.

3.6 Chapter Summary

The methodology adopted in the thesis has been outlined in this chapter in order to investigate the nexus between tourism development and rural extreme poverty alleviation in Bangladesh. At the outset, the paradigmatic approach in the thesis has been justified and was located in the critical theory paradigm, an approach that will identify the reasons why rural poor and indigenous communities are excluded from tourism development benefits.

In compliance with the paradigmatic approach, the methodology for data collection and information gathering has been described. In order to reach the rural poor and indigenous communities, the researcher has opted to select government

organisations, UNDP, USAID, NTO and private tourism organisations at the study sites. The projects of government organisations, UNDP, USAID and NTO helped the researcher to frame interviews from the rural poor and indigenous communities perspectives as these organisations had been working for tourism development and poverty alleviation at the selected study sites.

Interviews, observation and grey literature were the data collection methods adopted by the researcher. As a starting point of the interview process the researcher used snowball sampling technique. After conducting 49 interviews the information reached a saturation stage, thereby inducing the researcher to stop taking further interviews.

As an integral part of qualitative research, validation of the information collected through interviews is considered to be one of the most crucial tasks for a qualitative researcher. In order to ensure the validity of the information collected, the researcher maintained a rigorous procedure. All interviews were recorded with prior approval from the interview participants then transcribed and the transcripts were sent to the interviewees with a request to make modifications where they felt necessary. The poor and indigenous community members unable to read were allowed to hear the recorded interviews and invited to modify their responses if they felt necessary. Moreover, the interview transcripts were read out by the researcher in front of the interview participants, who were invited to make modifications where they felt necessary. This procedure has helped enhance the validity of the information gathered.

Subsequently, the researcher maintained his ethical stance while conducting field work. In addition to the generic ethical consideration of qualitative research, it was necessary to consider the cultural practices, values and beliefs of the people of the study sites. Given the ethical considerations of the rural poor and indigenous communities and the extreme poverty issue, the researcher made a constant effort to ensure the sensitivity of the research process and adhere to the culture of all the research participants.

CHAPTER FOUR

Analytical Approach

4.1 Introduction

The field work and interview schedule undertaken for this thesis is discussed followed by demographic information related to interview participants. The transcribing procedures are outlined followed by procedures for the coding and development of themes and sub-themes. The application of NVivo 9 software is also described in this chapter. Finally, thematic maps developed from model explorer tools of NVivo 9 software are depicted in order to show the relationship between the main and sub-themes.

4.2 Field Work

A total of 49 interviews were conducted at the study sites between January 2010 and July 2010 and were used to develop an understanding of the interviewees' perspectives on tourism development and rural extreme poverty alleviation relationships. The field visit schedule is depicted more precisely in the Table 4.1.

Upon returning Bangladesh in December 2009, the researcher started field work after having received ethics approval from the university. From December 2009 to February 2010 it was very difficult for the researcher to communicate with tourism-related organisations such as the National Tourism Organisation (NTO), Bangladesh Tourism Federation and Bangladesh Folk Art and Crafts Foundation. During this time, the tourism-related organisations become extremely busy as this is the peak tourist season in Bangladesh. However, from December to February the researcher visited the study sites and tried to build relationships with the study site stakeholders such as officials of the United Nations Development Program (UNDP), NTO, the United States Agency for International Development (USAID), NGOs, private tourism organisations and rural poor and indigenous communities. As a pre-test, the researcher was able to conduct five interviews at that time. Most interviews were conducted in the months of March and April. The researcher conducted 49 interviews in July until the information saturation stage was reached. The researcher went for the second round of field work in

Table 4.1: Field Work and Interview Schedule

Year	Month	Activities	Number of Interviews
2009	December	Study sites and project selection	None
2010	January	Initial Contact with the Organisational Heads, Self-Engagement with the Projects and Communities, Interviews, Transcribing interviews	02
2010	February	Self-Engagement with the Projects and Communities, Attending Meetings with communities and Project Officials, Interviews, Transcribing interviews	03
2010	March	Observation of project and community activities, Interviews, Transcribing interviews	16
2010	April	Observation of project and community activities, Interviews, Transcribing interviews	15
2010	May	Interviews, Transcribing the interviews, Sending transcribed interviews to the respective respondents for final approval to use the information	05
2010	June	Interviews, Transcribing the interviews, Sending transcribed interviews to the respective respondents for final approval to use the information	02
2010	July	Interviews, Transcribing the interviews, Sending transcribed interviews to the respective respondents for final approval to use the information	07
2010	August	Sending transcribed interviews to the respective respondents for final approval to use the information	None
2010	September	Sending transcribed interviews to the respective respondents for final approval to use the information	None
2010	October	Sending transcribed interviews to the respective respondents for final approval to use the information	None
2010	November	Second time field visit to discuss about the final transcription, Participate at the formal and informal, meeting of the organisations and indigenous communities	None
2010	December	Do	None
2011	January	Do	None

November in order to discuss the transcripts with the interview participants. At the time of the second round field visit the supervisor of the researcher was also present in meetings when the researcher presented the interview transcripts to the interview participants and invited them to make modification where they felt necessary. Responses from one interviewee were not used as the interview participant was an employee of a handicraft retail store who started the interview well but then decided to withdraw from the interview. The interviewee preferred that her information not

be used in the study. As the interviewees were fully independent in terms of withdrawing without penalty at any stage of the interview process, the researcher has not used data from the incomplete interview.

4.2.1 Demographic Characteristics of the Participants

Table 4.2 illustrates selected categories and demographic characteristics of the research participants. Out of 48 research participants 24 were rural poor and indigenous community members from the impoverished, study site destinations. The remaining 24 were officials of government organisations, NGOs, UNDP, USAID, Folk Art and Crafts Foundation, Bangladesh Forest Department, NTO and private tourism organisations. These organisations had been working for poverty alleviation and tourism development in the study sites.

Table 4.2: Selected Socio-Demographic Characteristics of the Participants

Interview Participants		Numbers	%
Organisational Heads and Project Officials		24	50
Rural Poor and Indigenous Community Members		24	50
Total		48	100
Gender	Male	41	85.42
	Female	7	14.58
Total		48	100
Age Group	20-30	4	8.33
	31-40	12	25
	41-50	21	43.75
	51 +	11	22.92
Total		48	100

Out of 48 interview participants 21 participants were aged within 41 to 50 years, 12 were aged between 31 to 40 years, 11 participants were aged 51 years and above and only four interview participants were aged between 20 and 30 years. In terms of gender, forty one participants were male and only seven were female. Due to cultural reasons described below, the representation of female participants is limited in this study. When conducting field work, the researcher observed that rural women in the study sites had an important role in terms of tourism development and rural poverty

alleviation because, a substantial number of rural poor women were engaged in producing craft items and weaving handmade garments that were sold in the market. However, access for interviewing the female participants was a challenge experienced by the researcher due to cultural issues. As a cultural practice, females in rural Bangladesh do not feel comfortable talking any male who is unknown to them. Moreover, the rural society of Bangladesh is male dominated and females are not allowed to talk with any unknown person, particularly with a male. However, the researcher managed to conduct interviews with seven female participants. This issue has been discussed in the methodology chapter under the ethical considerations section. Moreover, the issue has been acknowledged as a limitation in this thesis in the thesis limitation section.

Table 4.3 illustrates the present means of making a livelihood of the interview participants of rural poor and indigenous community members. The livelihood means of the interview participants of rural poor and indigenous communities include farming, crafts making, weaving handmade garments, retailing, tour guiding, firewood collecting and selling, driving local transports such as three wheelers and small boats.

Table 4.3: Interview of Rural Poor and Indigenous Community Members

Category	Livelihood Means	Numbers
Members of Indigenous Communities	Craft Persons	2
	Weaver of Handmade Garments	2
	Farmer	2
	Tour Guide	2
	Retailer	1
	Firewood Collector and Seller	2
Rural Poor	Fisherman	2
	Farmer	2
	Boatman	2
	Local Transport Driver	2
	Tour Guide	2
	Craft Persons	2
	Retailer	1
Total Interview Participants		24

Table 4.4 illustrates the nature of the organisations of the research participants selected from the organisations and projects working for tourism development and poverty alleviation in the study sites. The current positions of the participants in organisations are also depicted in this table.

As a consequence of the snow-ball sampling technique, the researcher was able to gain information about a few participants who, initially, were not considered but proved to make a valuable contribution to the research, for example information from a freelance sustainable tourism-poverty alleviation researcher from Denmark who had been working for seven years in Bangladesh.

Table 4.4: Interview of Organisational Heads and Project Staffs

Organisations	Positions	Numbers
Bangladesh Folk Art and Crafts Foundation	Director & Deputy Director	2
Government Cultural Department	Director, Cox's Bazar Cultural Centre	1
	Director, Bandarban Cultural Institute	1
National Tourism Organisation	Director, Planning and Development	1
	Unit Managers (Motels & Restaurants)	3
UNDP (Capacity Development Project)	District Manager	1
USAID (Nishorgo Support Project)	Cluster Director & Institutional Capacity Building Specialist	2
Bangladesh Forest Department	Forest Officer	1
NGOs (Micro Credit, Handicrafts Training Projects)	Unit or Project Manager	3
Private Tourism Organisations	President, Bangladesh Tourism Federation	1
	Restaurant Owner	2
	Hotel Owner	2
	Recreation Centre Owner	1
	Member, Tour Operators' Association of Bangladesh	2
Tourism Research Organisation	Tourism Researcher	1
Total Interview Participants		24

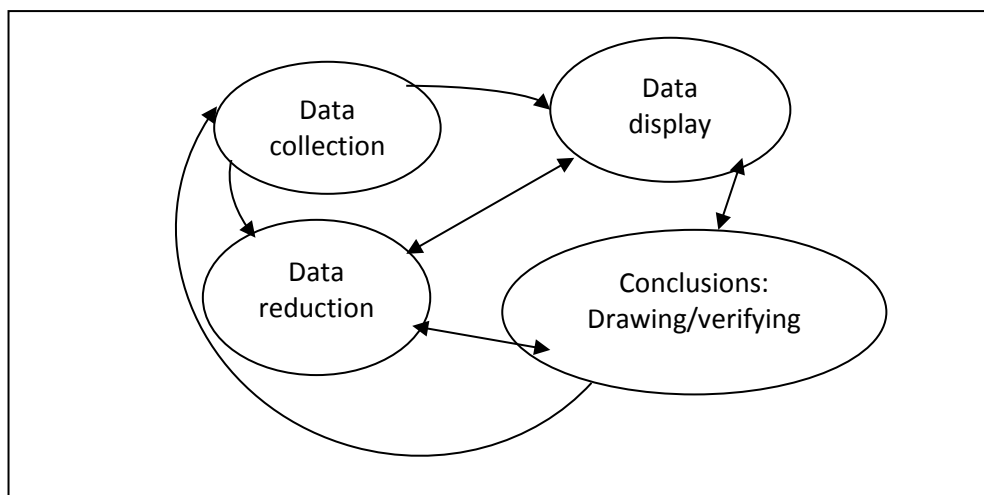
4.3 Analytical Approach

The critical task in analysis was to describe and summarise the bulk of text and information gathered through interviews and observations. According to Huberman and Miles (1994, pp. 428-429):

Data analysis contains three linked sub processes: data reduction, data display, and data conclusion drawing/verification. These processes occur before data collection, during study design and planning; during data collection as interim and early analyses are carried out; and after data collection as final products are approached and completed.

Though there is no easy and quick solution in summarising the bulk of text, numerous approaches have been designed in order to facilitate analysis of qualitative data (East, Hammersley, and Hancock 2001). Marshall and Rossman (1995) have suggested an analytical procedure of qualitative data that includes organizing data; identifying categories, themes and patterns; testing the emergent hypothesis against data; searching for alternative explanations of gathered information; and writing the report. Huberman and Miles (1994) have suggested an interactive model for qualitative data analysis in order to manage the bulk of the text (see Figure 4.1).

Figure 4: Interactive Model of Data Analysis



Source: Huberman and Miles (1984, p. 429).

According to Huberman and Miles (1984) the analysis process with collected interview materials includes the three components of data reduction, data display and conclusion drawing/verification. Miles (1979, p. 593) defines data reduction as follows:

Data reduction is a form of preliminary analysis, which refines, iterates, and revises frameworks, suggests new leads for further data collection, and makes data more available for final assembly into case studies and cross-site analyses.

Data reduction is associated with selecting, focusing simplifying, abstracting and transforming the words of the respondents into meanings (Miles and Huberman 1994). Once the qualitative data based on research questions is collected, the data reduction process is performed through finding themes (Huberman and Miles 1994). According to Bradley, Curry, and Devers (2007, p.1761):

Themes are recurrent unifying concepts or statements about the subject of inquiry that characterize specific experiences of individual participants by the more general insights that are apparent from the whole of the data.

Themes are general propositions or ideas that emerge from the experience of the interview participants regarding the subject of inquiry. The second part of analysis consists of data display through organizing and assembling in order to draw conclusions from the collected data. Huberman and Miles (1994) defined data display as matrices, or charts of themes used to display information in a more compressed and organised form. At this stage of analysis, the researcher needs to eliminate qualitative information by capturing of the meaning through theme displaying.

Drawing conclusions and verification are considered as an important component of qualitative research analysis. Under this component, researchers need to perform a wide range of activities that include identifying the pattern of themes, comparison and/or contrast of themes, clustering and the use of metaphors (Huberman and Miles 1994).

4.3.1 Overall Understanding

In order to understand its meaning, immersion in the data is an important first step in the process of qualitative information analysis. Reviewing data without coding helps identify emergent themes without losing connections between concepts and context (Bradley, Curry, and Devers 2007). It was necessary for the researcher to become familiar with the qualitative information in order to generate themes. As the

interviews were recorded by digital voice recorder, the researcher has the option to repeat the recording when it was felt necessary. This opportunity helped the researcher enhance accuracy in understanding what was said by interview participants. The researcher listened to the audio recording of every interview after coming back to his hotel at night; an activity that ensured an understanding of the interview information, an awareness of the need for information to be relevant to the study and an interest in the analysis of the data within the context of the research questions.

4.3.2 Transcribing

The interview information analysis procedure was performed based on the research questions. The transcribing procedure was started soon after conducting the first interview. The interviews given by the respondents in the Bengali language were translated into English, a time-consuming task that ensured that the precise, relevant meaning of the interviews was not distorted, changed or lost at any stage. Despite that fact that it was a difficult task to transcribe 48 interviews lasting between 45 minutes to one hour, the researchers opted to undertake that process. The researcher had an option to outsource the transcription of the recorded interviews but in order to familiarise himself with the qualitative information the researcher accomplished this task himself. This opportunity helped the researcher enhance accuracy in understanding what was said by interview participants.

However, difficulties can emerge when translating of interview transcripts from a non-English language into English (Twinn 1997). In terms of validity and reliability of translating qualitative data from Bengali into English, the researcher undertook precautions in this regard. The researcher ensured external member checks by appointing two research assistants. The two research assistants were Bangladeshi by birth and Bengali was their first language. However, their medium of instruction in higher education was English. As suggested by Twinn (1997), the researcher was concerned about two issues that relate to the interpretations in translation or translation of sentences and translation of words. Once the researcher completed translation of a Bengali transcript into English, the interview records and the Bengali transcript were given to the research assistants in order to check the words and interpretations. The two research assistants were not allowed to discuss with each

other regarding the translation until they had completed their tasks. They were instructed to note down any inconsistency they noticed in checking words and interpretation presented through sentences. Once the research assistants completed their tasks, the researcher organised meeting and discussed on the translated transcripts. The researchers upon receiving the translated transcripts from the research assistants rectified the translation of words and interpretations based on the two research assistants' work and opinions given in the meetings. This rigorous member checking processes helped enhance the validity of the translated transcripts.

As an extra precaution, the interview transcripts were sent to the interviewees for auditing and confirmation that the transcriptions were performed exactly. Detailed discussion on validity and reliability issues in connection with the transcribing interviews is discussed in the methodology chapter under section 3.6.

4.3.3 Coding and Theme Development

Coding and theme development procedures were started soon after completion of interview transcripts. In the research, the interactive model of Huberman and Miles (1994) was adopted in order to analyse interviews. Computer assisted qualitative data analysis software (CAQDAS) was used for coding, theme development and assembling themes into the format from which findings emerged.

Complex data search and retrieval operations of the software enabled the researcher to find relevant information from the huge amount of text set from 48 interview transcripts. However, in itself, NVivo is not an interpretive device; rather, the software helps users organise a large number of items of textual material that would be very complex and time consuming if done manually (King 2004). By concentrating on theme development based on the research questions, the researcher was able to reduce and manage the data to focus on the phenomena being investigated.

A feature of the software, NVivo, is the ability to handle multiple documents on-screen in separate windows at the same time. Interview transcripts were taken into the internal source folder (see Appendix J) and external sources such as literature, photographs and grey literature such as project and organisation documents were imported. Using the transcripts imported into a source folder, the interview questions

were arranged in the node³ folder. In this section an auto node folder was created in order to arrange the answers of the interview questions (see Appendix K).

The information from the interviews was coded at nodes. According to Morris and Ecclesfield (2011, p. 242):

Coding means the activity of sorting textual data into categories which have been predefined by the researcher according to a set of characteristics (usually phrases or words) attached to each category.

Huberman and Miles (1994) defined codes as tags or labels that are assigned to whole documents or segments of documents such as paragraphs, sentences or words to help identify key concepts that emerge from the interview transcripts. While reading and familiarising with the data, the researcher's initial list of ideas about what was in the data and what was interesting in terms of research questions and objectives were identified. Relevant quotes were extracted from the interview transcripts and coded accordingly (see Table 4.5). The process of coding was one of the most crucial parts of analysis (Huberman and Miles 1994). As suggested by Tuckett (2005) coding the interview responses in this process helped the researcher organise raw data into meanings.

In the early stage of coding using NVivo software, responses of 48 interviewees were coded according to the interview questions. For example, Question Number One was regarding tourism development in the study sites, so, responses related to tourism development was selected from the transcripts under Code One that was labelled as tourism development. Similarly, this process was applied in coding interview responses related to each of the interview questions. A screen print of codes, coding stripes, themes and responses are presented in Appendix L. While systematically coding through the entire data set, repeated patterns of themes emerged. This, in fact, was the indication of reaching the saturation stage of data ideas.

Searching for themes and sub-themes was started once all the data had been coded and collated. Themes and sub-themes were developed from the list of codes where the responses of the research participants were stored. Research question related codes were considered in order to sort and develop themes and sub-themes. The developed themes were assembled in an organized manner in order to understand the

³ A folder in NVivo where qualitative data is preserved after coding

investigated phenomena. At this stage, tables and mind maps were used to label appropriate names of the themes (see Tables 4.6 to 4.13 below).

Table 4.5: Codes Applied to Extract Responses from Interviews

Data Extract	Coded for
<p><i>We don't know what our products are. We know Sundarbans, Bandarban, Cox's Bazar, Sylhet, Srimangal and Kuakata. We know only these destinations. We haven't explored the other destinations of rural Bangladesh. It is not possible to do without government involvement.</i></p> <p>(Interview No. 40, Personal Communication, 23/05/2010)</p>	Q 1. Tourism Development in rural Bangladesh.
<p><i>We don't have direct relation with NTO. They have relation[s] with the artists who are trained from our institute. On some special occasions they contact the artists, not with us.</i></p> <p>(Interview No. 33, Personal Communication, 26/04/2010)</p>	Q 2. Relations among key stakeholders.
<p><i>Demand of vegetable is always high here. The hotel owners buy these in higher price. We live on the Bay of Bengal but fish is out of our reach. The tourists can afford it but the poor are in pressure.</i></p> <p>(Interview No. 28, Personal Communication, 24/04/2010)</p>	Q 3. Rural poor's benefits.
<p><i>Bandarban can be one of the best tourism places in Bangladesh. This area is famous for natural attractions. Hills, streams, local food, handicrafts and lifestyle of indigenous people are exclusive here. You will not find all these attractions in a same place elsewhere in Bangladesh. These are explored by NGOs and private tour operators. Unfortunately, our NTO has been doing nothing for tourism development of this area except two or three motels.</i></p> <p>(Interview No. 38, Personal Communication, 22/05/2010)</p>	Q 4. Stakeholders have key roles for tourism development in rural Bangladesh.
<p><i>We have an agricultural component also. We are going to start Farmer Field School. We will train up 90-100 selected farmers. There will be no school building for this. We will train the farmers on their land or where they work. In case of Jhoom Cultivation trainers will go to the field and will provide appropriate training to the farmers to protect the forests and recurring use of agriculture land.</i></p> <p>(Interview No. 37, Personal Communication, 06/05/2010)</p>	Q 5. Programs of stakeholders.
<p><i>When a new government comes a lot of old things are removed and they start the same thing again. Actually, tourism development is a long term process and it is a big problem if the political system removes everything every time when there is a new party comes in power.</i></p> <p>(Interview No. 41, Personal Communication, 24/05/2010)</p>	Q 6. Present and expected networks among stakeholders
<p><i>Some NGOs are giving micro credit but their instalment condition is brutal. Even if anyone dies, instalments of the NGOs are to be paid. Whether one is having food or not doesn't matter, he will have to adjust the instalments. For this reason, we don't take loan from the NGOs.</i></p> <p>(Interview No. 10, Personal Communication, 08/03/2010)</p>	Q 7. Barriers exclude the rural poor and indigenous communities from tourism benefits.

When developing themes from the interview responses based on interview questions, the researcher had found that under Research Question One, which was related to tourism development in rural Bangladesh, the responses were divided into two categories. One category of responses included the problems related to tourism development in rural Bangladesh and another category included the prospects for tourism development in rural Bangladesh. As a consequence, the researcher categorised the sub-themes into two themes that were problems for tourism development in rural Bangladesh and prospects for tourism development in rural Bangladesh (see Appendix L). Similarly, when developing themes from the responses based on the Interview Question Six, related to sole or joint programs of the organisations for tourism development and rural poverty alleviation, the researcher found that some organisations have undertaken joint programs while others have undertaken programs solely. Under this circumstance, the researcher divided the themes into two categories that were joint programs and sole programs undertaken by the organisations for tourism development and poverty alleviation in rural Bangladesh.

In order to validate the themes and sub-themes that emerged from the interview transcripts, the researcher utilised the expertise of his supervisor as an external auditor. After developing themes and sub-themes based on interview questions, the researcher sent that to his supervisor regularly. The supervisor responded to the themes and sub-themes where necessary; a process of rigorous member checking that helped achieve validation of the themes and sub-themes that emerged from the interview transcripts.

4.3.4 Summary of the Key Themes and Sub-themes

In relation to the Interview Question One, the key theme emerged from the interview responses is the Tourism Development in Rural Bangladesh (see Table 4.6). Under this key theme, a wide range of sub-themes have emerged that have been categorised as tourism development barriers and prospects in rural Bangladesh. Insufficient infrastructure, unplanned development, dominance of intermediaries, lack of stakeholder networks, monitoring and control problem, lack of tourism knowledge and problems related to rural handicrafts are the sub-themes that are considered as barriers for tourism development in rural Bangladesh. However, from the interview

responses prospects for tourism development in rural Bangladesh has been documented as well. Nature-based ecotourism in the national parks and wetlands where the UNDP, USAID and NGOs have been working are the prospects that are evident for tourism development in rural Bangladesh. In addition, there are potential for rural handicrafts and development of small and micro tourism-related enterprises in rural areas where nature-based ecotourism potential is there (see Table 4.6).

The key theme related Interview Question Two is presented in Table 4.7. In this table the key theme Relation among Key Organisations has been exhibited. Relations between private tourism organisations, rural poor, government organisations and NTO are the sub-themes emerged from the interview responses are presented in this table.

The rural poor people's benefits from the present relations among the key organisations have been presented in Table 4.8 under the key theme Relations Benefiting Rural Poor. The sub-themes have been categorised as problems for benefiting the rural poor that include absence of poverty alleviation agenda, absence of tourism approach, manpower exploitation, increased cost of living, limited scope for rural poor and inadequate infrastructure. However, prospect that can benefit the rural poor from present relations are also evident from the interview response. Social capital, co-ordination between government and NGOs, improved living standard, UNDP-NGO joint effort, rural handicrafts, and rural culture are the sub-themes that are documented as potential benefits that can be accrued from the present relations among the organisations.

Table 4.9 illustrates the key theme Institutional Exclusion for rural poor and indigenous communities for inclusion in tourism. The sub-themes personal barriers and institutional barriers have emerged from the interview responses are presented in here as well.

In Table 4.10 the key theme Organisations' role for Tourism Development and Poverty Alleviation has been presented. The roles of government organisations, NGOs, international aid organisations, NTO and community leaders have been outlined in the sub-themes. The sub-themes include human and social capital of rural poor, infrastructure support in rural areas, micro credit, small and micro businesses,

protected areas tourism, indigenous tourism, alternative income generation, agriculture development, tourism policy, education support, new destination exploration and nature-based ecotourism (see Table 4.10)

The key themes Joint Programs and sole programs for tourism development and rural poverty alleviation have been presented in Tables 4.11 and 4.12 respectively. In the joint programs the sub-themes that emerged from the interview responses include alternative income generation, social capital, capacity development, community involvement for infrastructure development, education facilities in rural areas, preserving indigenous culture and tradition, rural agriculture and biodiversity conservation are worth mentioning (see Table 4.11). In the Table 9.12 the sub-themes are presented based on the sole programs undertaken by the government cultural department, NGOs, NTO, private tourism organisations, community leaders, elected members and civil society working for tourism development and poverty alleviation in rural Bangladesh.

Finally, in Table 4.13 the key theme Networks for the joint and sole programs undertaken by the stakeholders have been presented. In the sub-themes the personal networks, financial networks and the political networks for each program have been presented as well. The themes and sub-themes are discussed in detail in the findings chapter.

The interview data was analysed using qualitative software NVivo 9 to generate themes. The key themes that emerged from the interview transcripts are: tourism development in rural Bangladesh, relations among stakeholders working for tourism development and poverty alleviation in rural Bangladesh, benefits of present relations among key organisations, institutional exclusion of rural poor and indigenous communities from tourism development, organisational role for tourism development and rural poverty alleviation, sole or joint program of organisations for tourism development and poverty alleviation and present and future networks for inclusion in tourism. Under the above-mentioned key themes a wide-range of sub-themes are developed from the interview transcripts. These themes and sub-themes are discussed in the findings chapter and interview quotes are used in order to support the themes and sub-themes.

Table 4.6: Key Theme - Tourism Development in Rural Bangladesh

Key Theme	Sub-themes	
	Barriers	Prospects
Tourism Development in Rural Bangladesh	<p>Co-ordination problem between tourism organisations.</p> <p>Dominance in tourism by wealthy entrepreneurs and intermediaries from other areas.</p> <p>Insufficient Infrastructure.</p> <p>Lack of network between related organisations.</p> <p>Lack of tourism experts.</p> <p>Misconception or lack of tourism knowledge.</p> <p>Monitoring and control problem.</p> <p>Absent of knowledge sharing.</p> <p>Problems in tourism policy and implementation.</p> <p>Unplanned tourism development.</p> <p>Rural handicrafts and tourism.</p> <p>Problems related with sustainability.</p>	<p>Eco-tourism</p> <p>Indigenous tourism</p> <p>Micro and small tourism businesses</p> <p>Opportunity for rural people's involvement in tourism</p> <p>Opportunity for niche tourism</p> <p>Decentralise tourism development</p>

Table 4.7: Key Theme-Relation among Key Organisations

Key Theme	Sub-themes	
	Government and private tourism organisations	Issues related to relationship
Relation among Key Organisations	Relation between private tourism organisations	<i>Need association of private tourism organisations</i> <i>Profit motive of private tourism organisations</i> <i>Not familiar with eco-tourism and eco cottages</i>
	Relation between rural poor and government organisations	<i>NTO's role for relationship building</i> <i>Perception problem between public and private organisations</i> <i>Training as network for relationship building</i>
	Relation between private organisations	<i>Reciprocity for business opportunity</i> <i>Creation of business relationship by private organisations</i> <i>Tourism demand creating personal relation</i>
	Long term relation for business opportunity Relation between tour operators	

Table 4.8: Key Theme-Present Relations Benefitting Rural Poor

Key Theme	Sub-themes	
	Problems	Prospects
Relations Benefitting Rural Poor	Absence of poverty agenda Absence of tourism approaches Manpower exploitation Increased cost of living Limited scope for mass rural poor Least action than discussion Perception problem of tourism organisations Role of government cultural department Inadequate infrastructure	Social capital for rural poor NGO-Government coordinated effort Improved living standard NGO-UNDP joint effort Training as alternative income generation opportunities Rural handicrafts and handmade garments Host cultural programs Opportunity to utilise rural manpower New industry and employment opportunity

Table 4.9: Key Themes- Institutional Exclusion for the Rural Poor for Inclusion in Tourism

Key Theme	Sub-themes		
	Personal Barriers	Institutional Barriers	Issues Related to Institutional Barriers
Institutional Exclusion for the Rural Poor for Inclusion in Tourism	Awareness of the rural Poor Traditional agriculture	Dominance in tourism Inadequate government support Inadequate support from the NGOS and banks Problems related to rural handicrafts	<i>No organized market for the rural poor</i> <i>Presence of many intermediaries</i> <i>Rich people from other areas</i> <i>Absence of joint effort between NTO and NGOS</i> <i>Centralised government institutes</i> <i>Insufficient financial support</i> <i>Integration problem between NGOs & government projects</i> <i>Interest rate and conditions</i> <i>Inadequate technical support</i> <i>Inadequate training facility</i> <i>Power supply and women working opportunity</i> <i>Rural tradition as a barrier</i>

Table 4.10: Key Themes-Organisations' Role for Tourism Development and Poverty Alleviation

Key Theme	Sub-themes	
	Institutions and their roles	Roles of NGOs, UNDP and NTO
Organisations' Role for Tourism Development and Poverty Alleviation	Awareness building Government-NGO joint training program Infrastructure development Land issues Joint initiative of NGOs, Intl. Org. and government Rural people's perception Public private joint initiative problems Role of Archaeological Department Role of Government Bank Elected representatives and political leaders' role Media Private tourism organisations NGOs	<i>Human & social capital</i> <i>Infrastructure support</i> <i>Micro credit</i> <i>New ideas for small and micro business</i> <i>Protected area tourism</i> <i>Indigenous tourism</i> <i>Training for alternative income generation</i> <i>Infrastructure development,</i> <i>Agriculture development</i> <i>Human resource development</i> <i>Tourism policy</i> <i>Education for rural people</i> <i>New destinations exploration</i> <i>Nature-based ecotourism development</i> <i>Human resource development for the rural poor</i>
	International Organisations	
	National Tourism Organisation	

Table 4.11: Key Theme-Joint Programs for Tourism Development and Poverty Alleviation

Key Theme	Sub-themes	
	Joint Programs	Tourism development and poverty alleviation issues
Joint Programs for Tourism Development and Rural Poverty Alleviation	UNDP, NGOs and Community Leaders	<i>Alternative income generation</i> <i>Building social capital for the indigenous communities</i> <i>Capacity development of government departments</i> <i>Community involvement for infrastructure development</i> <i>Education facilities for the children of impoverished areas</i> <i>Need to extend programs in other areas</i> <i>Preserving indigenous language and culture</i> <i>Rural agriculture and bio diversity conservation</i>
	NGOs and Government	<i>Alternative income generation</i> <i>Creating value chain for indigenous handicrafts</i> <i>Exploring markets for handicrafts</i> <i>Infrastructure development and training for AIGS</i> <i>Training needed for other areas</i> <i>Training programs on handicrafts</i>
	UNDP, NGO and Forest Research Institute	
	Joint Programs of NTO, Local Administration and Private Organisations	

Table 4.12: Key Theme-Sole Programs for Tourism Development and Poverty Alleviation

Key Theme	Sub-themes	
	Sole Programs	Tourism development and poverty alleviation issues
Sole Programs	Cultural Department	<i>Limited scope for the rural poor</i>
	NGOs	<i>AIG Opportunities for rural Poor</i> <i>Favourable environment for women working opportunity</i> <i>Working scope for rural women</i>
	National Tourism Organisation	<i>Employment opportunity</i> <i>Human resource development in tourism</i> <i>Inadequate resources</i> <i>Lack of knowledge by NTO officials</i> <i>No specific program for poverty alleviation</i> <i>Satellite training programs outside the capital</i>
	Role of Private Tourism Organisations	<i>Business is primary motive</i> <i>Opportunity to involve local people</i> <i>Private organisations and corporate social responsibility</i>
	Role of Indigenous Community Leaders	<i>Community leader as a motivator</i> <i>Programs need support</i> <i>Promoting indigenous culture and tradition</i>
	Role of Civil Society	<i>Indigenous tourism</i> <i>Motivating rural people for AIGS</i> <i>Rural people's awareness building</i>
	Elected Members	

Table 4.13: Present and Future Networks for Inclusion Rural Poor in Tourism Development

Key Theme	Sub-themes		
	Personal Network	Financial Network	Political Network
Networks	Social capital Centralized government resources Farmers' field school Government support Village committee Media as a catalyst for network Indigenous community Relation between NTO and private tourism organisations Relation between private and government tourism organisations Relation between rural craftsmen, folk artists and govt. organisation Relation between the Ministries Using elected members in organising rural people	Bureaucratic complexity Donors' condition for financial support Dependency on donors Business expansion Financial network of UNDP Government financial support Micro Credit Need credit support from NGOS Personal investment Self-Dependency Priority sector for financial network Refinancing sector	Political change and government tourism programs Land dispute Political pressure ETZ Polarization of Government Tourism Programs Political leaders and tourism Multinational companies and tourism

4.3.5 Thematic Maps

In qualitative research, a thematic map is a very useful instrument for analysing qualitative data as the map helps in understanding the relationship between main themes and sub-themes. In order to understand how the main themes and sub-themes knit together to form an image of the phenomenon investigated, thematic maps are presented in this thesis using the model explorer tool of NVivo software (see Appendix M). By using thematic map the hierarchical system of themes and sub-themes can be understood. As the themes and sub-themes are stored using coding, they are presented through the model explorer tool depicting the 'parent node' and 'child node' (Bringer, Johnston, and Brackenridge 2006). The term parent node is used to denote the higher order category of themes, whereas; the child node refers to the subcategory of the parent node (Bringer, Johnston, and Brackenridge 2006).

Under one key theme, different sub-themes have emerged. For example, if any participant talks about the national parks and wetlands these have been considered under the sub-theme of *ecotourism* where the main theme is considered as *tourism development prospects*. In addition, if the participants talk about animals and birds, accommodation built by using local raw materials such as wood and bamboo and illegal logging in the protected areas, sub-themes such as *wildlife*, *eco-cottage* and *biodiversity* have been labelled and these have been considered as sub-themes of ecotourism (see Appendix L). Similarly, the hierarchical theme development approach has been applied according to each of the research questions. In the thematic maps, the links between the main and subthemes has been shown (see Appendix M).

4.6 Chapter Summary

The analytical approach adopted in this thesis has been outlined in this chapter in order to examine the qualitative responses. At the outset the, the fieldwork undertaken for this thesis has been discussed. In this regard, the interview schedule of 49 research participants has been delineated. The demographic information related to interview participants in terms of age group, gender, livelihood means and the positions of the organisational participants have been discussed. These follows the discussion on steps adopted for analysing the interview responses. In this regard, the

transcribing, coding and theme and sub-theme development steps have been discussed. The application of computer assisted qualitative data has been outlined. In relation to coding, theme and sub-theme development, application of NVivo 9 software has been discussed in this chapter. The validation of the emerged themes and sub-themes has been outlined also. Key themes such as tourism development in rural Bangladesh, relation among stakeholders, institutional exclusion of rural poor, organisations' role for rural tourism development and poverty alleviation, Sole and joint programs of the stakeholders, present and prospective networks among the stakeholders for tourism development rural extreme poverty alleviation have been discussed in this chapter. Finally, the interrelationships that knit the themes and sub-themes emerged from the interview responses have been outlined.

CHAPTER FIVE

Thesis Findings

In this chapter major themes and sub-themes that emerged from the analysis of the interviews are illustrated, based on the four research questions from which the researcher developed relevant interview questions. As the research questions were based on gaps in academic literature, it was necessary for the researcher to develop interview questions that were original and understandable to the respondents. It was essential that the meaning and outcomes of the interview questions would not deviate for any reason or at any stage from the research phenomenon being investigated. The research findings, based on the interview questions, are presented logically in the sequence of research questions (see Appendix D). Moreover, the description of respondents (see Appendices O & P) helps explain the meaning in the quotes used in the findings chapter.

5.1 Barriers for Tourism Development in Rural Bangladesh

From the interview participants it is documented that a wide range of barriers exist for developing tourism in rural Bangladesh. The barriers are discussed below along with the themes and subthemes emerged from the interviews (see Figure 5.1):

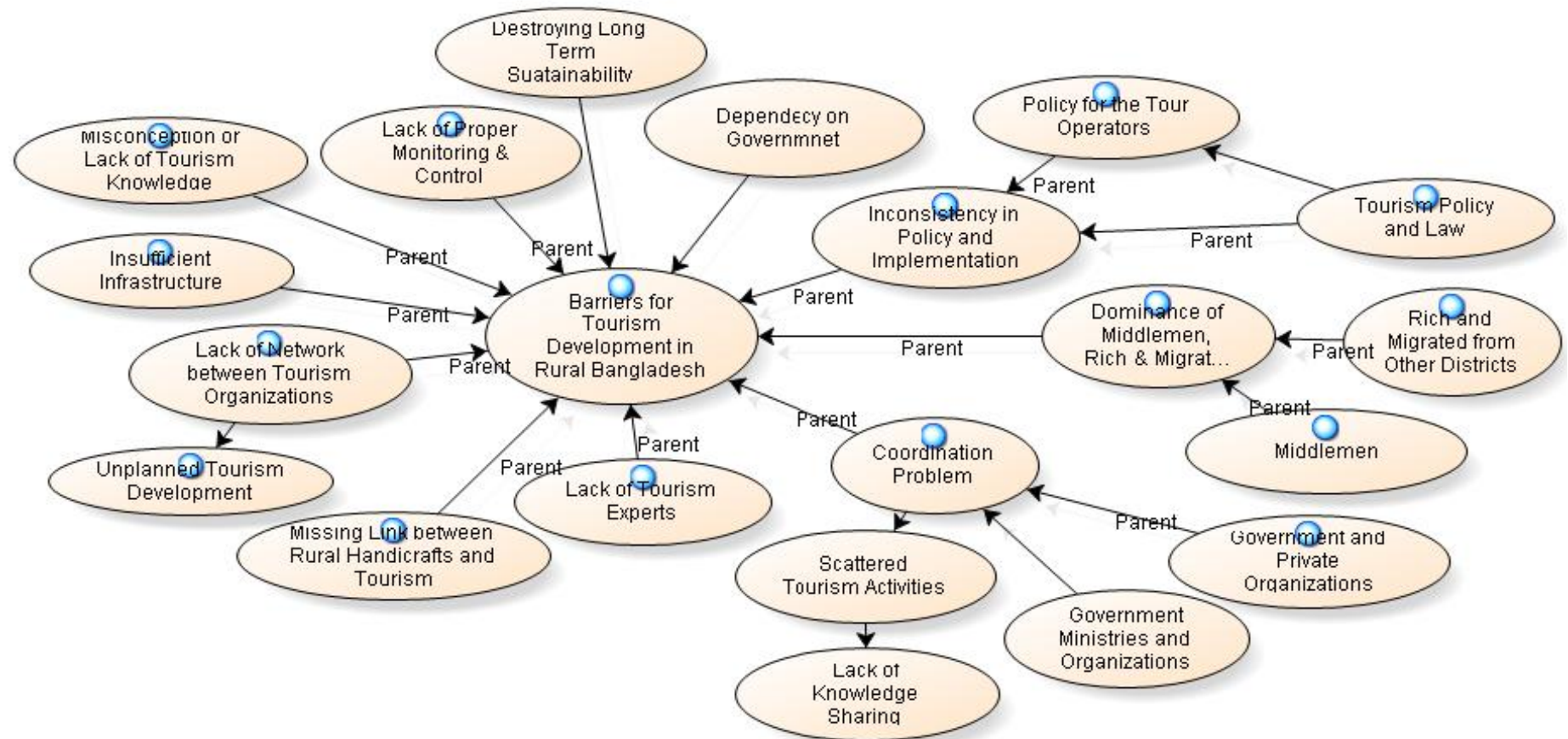
5.1.1 Insufficient Infrastructure

Insufficient infrastructure is a significant barrier for tourism development in rural Bangladesh. Despite rail becoming one of the most common modes of transportation, not all the districts and sub-districts of the country have been included in the rail network. Under the World Bank Programs, road transportation has been developed in recent times in major divisional cities. However, the country's road transportation at the district and sub-district level has not been developed adequately. Most connecting roads from sub-districts to district level and to the divisional cities remain very narrow and under-developed. Related government organisations include Roads and Highway, Railway, Transportation, Inland Water Development, Health, Power Development Board, Telecommunication, and local administrations also need to cooperate with the National Tourism Organisation (NTO). According to an executive of the NTO:

Transportation is very important. You need to consider safety and security of the place. Recreational facilities should also be available. There are some tourist spots where transportation system is extremely bad.

(Interview No. 01, Personal Communication, 04/01/2010)

Figure 5.1: Barriers to Tourism Development in Rural Bangladesh



Other facilities including hotels and restaurants have not been developed at the district level of the country. This is also a major barrier to tourism development in the prospective of rural areas of Bangladesh:

Facilities for the tourists need to ensure. There must be road, water, boarding and communication facilities. These facilities haven't been developed yet. We haven't been able to provide adequate boarding facilities. We have been trying to do that.

(Interview No. 34, Personal Communication, 26/04/2010)

5.1.2 Lack of Tourism Knowledge

Tourism related organisations have lacked knowledge of tourism. Some organisations consider that tourism means development of hotels and restaurants. According to one of the research participants:

I have already told that just two or three hotels do not ensure tourism development of this area. All facilities regarding tourism must be available. We will have to move forward keeping this in mind.

(Interview No. 34, Personal Communication, 26/04/2010)

In some areas rural people have initiated cottage businesses. Cottages are constructed using local raw materials including wood and bamboo. Rural people are constructing one or two roomed cottages and renting them to the tourists. Tourists are also getting the opportunity to experience the lifestyle of the rural people. However, many tour operators do not understand that tourists would like to stay in a rural environment. Tour operators' lack of awareness regarding the rural cottages is inhibiting tourism development in the rural areas. According to one cottage owner:

Tour operators usually don't send tourists to my cottage. They think that as the cottages are situated in the remote rural areas, this will not be comfortable for the tourists.

(Interview No. 46, Personal Communication, 09/07/2010)

Few tour operators know about the cottages in remote and rural areas of Bangladesh. However, they are concerned about the safety and security of the tourists. Moreover, inadequate medical facilities in rural areas deter tour operators from sending tourists to those locations.

5.1.3 Lack of Networking between Tourism Organisations

Lack of networking between tourism organisations is common in Bangladesh. Tourism-related organisations hardly know of each other's activities. Private tourism organisations have least knowledge of the tourism development plans and programs undertaken by the NTO. There is also a lack of networking between the NTO and the other Ministries and government departments including those responsible for roads and highway, telecommunication, railway, health, water transport and local administration. Tour operators, the Tourism Ministry and government departments do not know of the activities of some NGOs that are implementing projects such as nature conservation, wildlife conservation or marine life conservation that have enormous tourism potential. The absence of networking between tourism-related organisations has forced these organisations to work separately. As a result, tourism development in Bangladesh is not taking place in an integrated and organised fashion. Tourism-related organisations, as well as tourists, are still unaware of potential tourism products that already exist. According to one interviewee:

I don't think one single player can develop tourism in Bangladesh. Even the Tourism Ministry or even the Prime Minister of Bangladesh alone can't do it. When I ask people what should be done, they say, somebody should do this, somebody should do marketing, and somebody should do nature conservation and preserve the animals. I have found that some NGOs are already doing these works but a few people know about that. You have some organisations that are preserving dolphins in the Bay of Bengal. They are doing a great job. The tour operators or the Tourism Ministry or tourists don't know about these organisations and about their works. These organisations are so knowledgeable and if they can share their knowledge with the right people then this could be a tourism product.....a lot of people have very good ideas but unless you put them into action you cannot change anything. You have been saying this need to be done; we could do this and this. Yes, we could but how? I got very frustrated at the beginning when I asked many people about what is needed to develop tourism sector in Bangladesh. A lot of people said that government should do this and this but not many people said that the private sector or they had something to do. A lot of people refused that they had the responsibility. I think this is very wrong.

(Interview No. 41, Personal Communication, 24/05/2010)

5.1.4 Unplanned Tourism Development

Tourism development is taking place in an unplanned manner in Bangladesh. Specifically, in Cox's Bazar the infrastructure development is happening completely in an unplanned way. Wealthy and influential people are constructing luxurious

hotels and restaurants adjacent to the beach; constructions that have caused destruction of natural beach areas. Influential and wealthy people are constructing shopping malls and restaurants by the road sides as well as near the beach areas. Transportation businessmen are operating their luxurious bus services and occupying road-side government owned properties in an illegal way which has restrained flow of traffic on the roads. As there is no proper sewerage system in Cox's Bazar, hotels and restaurants operate in an unhygienic environment. The passive role of law enforcement agencies is considered one of the major causes for such unplanned development, as is indicated:

It is not possible to see the beach easily. Hotels, motels and restaurants are constructed completely in an unplanned way. It seems to me that no one has any responsibility and there is no accountability.

(Interview No. 48, Personal Communication, 11/07/2010)

Cox's Bazar seems to me a slum area. Now we can't go there and don't feel comfortable as we did previously. Now it has turned into busy place. Buildings have been constructed everywhere. There is no control on construction, traffic controlling, water and air pollution.

(Interview No. 34, Personal Communication, 26/04/2010)

I think a lot of people are saying there needs to be more hotels, but I am not sure that they know how many hotels are there already. I think Cox's Bazar is booming and extension of accommodation is critical here. After ten years, people may not visit there. I am afraid when people stop visiting Cox's Bazar then you will find people building in Enani Beach⁴ or somewhere else. You have a long beach. You may have 50 years where you can ruin every destination in the whole beach. So, there needs to be lot of awareness of how do we do this in the short term, or in the long term ... we will destroy everything that we have.

(Interview No. 41, Personal Communication, 24/05/2010)

5.1.5 Coordination Problems between Tourism Organisations

In the absence of a network between the tourism organisations, coordination problems are common between them. There is lack of harmonisation of activities between the government departments and private tourism organisations and between government departments themselves.

⁴ A small sea beach in the Southern region of Bangladesh

5.1.5.1 Coordination Problem between Government and Private Organisations

The NTO does not co-ordinate their tourism event activities with private tourism organisations. Private tourism organisations are willing to organise tourism related events such as celebrating International Tourism Day, New Year and Bengali festivals jointly with the NTO, but do not get encouraging signals from the NTO. According to one of the guest house owners:

Government has declared 2011 as tourism year. This is 2010 and we have less than a year to organise events like rally, festivals and calendars. Government is doing all these without involving us. This should not be the attitude.

(Interview No. 03, Personal Communication, 04/02/2010)

5.1.5.2 Lack of Coordination between Government Organisations

Although the NTO is the sole government tourism authority in Bangladesh with the responsibility for tourism development in the country, there is no co-ordination with related government organisations. According to one of the executives of the NTO:

National Tourism Organisation is the government organisation in our country to develop tourism. No other government organisations are working with us at this moment for tourism development. So, our responsibility is huge.

(Interview No. 01, Personal Communication, 04/01/2010)

It will be difficult for the NTO alone to contribute to tourism development and poverty alleviation in rural areas unless, and until, coordination is ensured between the related government Ministries and departments.

5.1.5.3 Fragmented Tourism Activities

In Bangladesh tourism related organisations are functioning disjointedly. One organisation does not have any clear idea about the present contribution or activities of other organisations. It is difficult to contribute to tourism development due to disparate efforts and activities of the organisations. According to one of the research participants:

I wanted to find some organisations that were doing planning and developing of the tourism sector here in Bangladesh. I started collecting all the knowledge about people and how to do everything but I could not find the

right organisation. I have heard that the government, the NTO and the private organisations are here but I could not see that they are doing development or any vision, strategy, planning policies or how to implement those. I got very frustrated because it was so fragmented. Here entrepreneurs are very good and knowledgeable but they are not united.

(Interview No. 41, Personal Communication, 24/05/2010)

5.1.5.4 Absence of Knowledge Sharing

Absence of knowledge sharing is another major barrier for planned tourism development in Bangladesh. As tourism related organisations are operating separately, knowledge sharing between them is not taking place. Tourism organisations are mostly unaware of their respective activities. According to one interviewee:

I think the barriers for Bangladeshi tourism are – no knowledge of sustainable values or sustainable tourism and knowledge sharing in general. I hope just after uniting people will start doing something. So, the requirements are to unite people, share knowledge and cooperate with each other.

(Interview no. 41, Personal Communication, 24/05/2010)

5.1.6 No Consideration of Sustainability

Changing land use, particularly in hill areas, forests, wetlands and heritage sites is an offence according to existing laws of the country. These areas are surrounded by villages and the natural and cultural features of these areas lend themselves to tourism development. In some natural resource areas, wealthy and elite people are violating the existing laws and manipulating planning laws in order to construct luxury hotels and restaurants, thereby destroying the rurality and the natural environment in some parts of the country. Short term profit-seeking investors are interested in changing land use and building infrastructure, but sustainability of these destinations is under severe threat. According to one NGO executive:

Already the construction of a luxury hotel has been started on the top of the hill. It is clearly defined in the land law that no one can change the land use of this area. If anyone wants to reclassify the land, he has to take prior permission from the local land department. Unfortunately, no one has the responsibility to control it.

(Interview no. 48, Personal Communication, 11/07/2010)

5.1.7 Failure of Proper Monitoring and Control

Due to the absence of proper monitoring and control, many government tourism projects are not completed within the stipulated time frame. Government departments under the concerned Ministries are developing infrastructure facilities in some places, but completion of such projects requires long periods of time in Bangladesh and time and cost overruns are common. When projects fail to be completed within the stipulated time frame, the cost of the projects is increased and, in many cases, the projects are abandoned at the middle stage due to shortage of funds. This clearly demonstrates the failure of proper monitoring and control in project planning and implementation. According to one senior executive of the NTO:

We observe that these activities are started but not completed at all. This is happening year after year. Tourism development is not possible in this way.

(Interview no. 31, Personal Communication, 24/04/2010)

Concerned government offices have failed to monitor the projects and absence of proper control and monitoring for tourism infrastructure development by the government agencies has inhibited planned tourism development in Bangladesh. According to one interviewee:

Developers are now doing construction near the beach and there is no controlling authority. People raise questions regarding the roles of the government controlling authorities.

(Interview no. 40, Personal Communication, 23/05/2010)

5.1.8 Dominance in Tourism

Dominance of the tourism industry by wealthy and elite people is common in Bangladesh. In the rural areas the poor people's participation in the supply of food and other materials to the hotel and restaurants sector is not occurring.

5.1.8.1 Dominance of Wealthy Entrepreneurs

Most investors in luxury hotels and restaurants in tourist destinations of Bangladesh are very wealthy. Rural poor people have least access to the tourism sector in Bangladesh. They have insufficient financial capability or clear knowledge of tourism. In some areas the rural poor people do not have sufficient knowledge regarding the official formalities needed for loan sanctioning or securing government

services including water supply, telephone connection or power supply connection. This has enabled wealthy and elite people from the capital city, Dhaka, or other districts to dominate the tourism industry. In some areas the rural small and micro tourism-related businesses have closed after failing to compete with the wealthy businessmen from other districts. According to research participants:

Investors from other districts are educated and have knowledge about this business. Rural people cannot compete with them. By this time, many small businessmen have already left business. People even don't know how to get bank loan, but investors from other districts know that very well.

(Interview No. 32, Personal Communication, 24/04/2010)

Except government motels, most of the hotels and restaurants are owned by the people of other districts and most of the employees are also from the owners' districts.

(Interview No. 28, Personal Communication, 24/04/2010)

5.1.8.2 Dominance of Intermediaries

In rural areas, the involvement in tourism of rural poor people and indigenous communities has been obstructed by intermediaries. Agriculture is the traditional occupation of rural people and indigenous communities and this is the main source of food supply for the tourism and hospitality industries in the country. Rural people are involved in producing various crops, fresh vegetables, dairy and poultry products and fisheries. Due to the overwhelming dominance of intermediaries, rural people are not getting a fair price for their produce. According to the research participants:

In the peak season huge quantity of food is required. At that time food is supplied from the mainland and most of the suppliers are from the mainland.

(Interview No. 39, Personal Communication, 22/05/2010)

They have interest in agriculture. They can earn money if they are able to cultivate but there are many intermediaries who are taking maximum profit. Farmers would have been benefitted provided they could sell their products to the restaurant or hotel owners directly.

(Interview No. 28, Personal Communication, 24/04/2010)

Intermediaries are collecting produced items and supplying them to the market. In some areas producers are getting much lower price of items than that are sold to the final consumers. They are illiterate and have least knowledge about the final

consumers and the tourism-related organisational buyers like hotels, restaurants, cottages, motels and resorts. Due to inadequate transportation facilities, rural people are unwilling to bring their commodities to district towns or cities. Participants recognise the dominance of the intermediaries in the supply chain system of tourism and hospitality industry. Intermediaries from the other regions are involved in the system. Some participants expect government intervention to break the intermediaries' dominance in the system and extend the benefits of tourism to the rural poor. According to research participants:

There are local growers. A lot of intermediaries are there also. These growers cannot reach us directly. The intermediaries enjoy the maximum benefit. I think the farmers would be benefited more provided they would be able to reach us.

(Interview No. 26, Personal Communication, 23/04/2010)

These intermediaries are very strong. They are financially well off. The poor farmers can do nothing. The government must do something to reduce the dominance of the intermediaries.

(Interview No. 06, Personal Communication, 01/03/2010)

5.1.9 Dependence on Government

Over-dependence on government is a barrier for tourism development in Bangladesh. Private tourism organisations and NGOs feel that government has the main responsibility for developing tourism. They expect that government will ensure infrastructure development and maintaining liaison between tourism-related organisations. Many rural craft persons do not know who the customers for their crafts are. In Bangladesh craft products are sold by rich people in gift shops of urban shopping centres. However, a few NGOs are playing a pioneer role by opening craft markets in the capital city and other divisional cities. Private craft businessmen and the NGOs can maintain liaison with the rural craft persons. However, they expect government intervention in this regard. They have failed to realise that government has many vital issues to confront other than this simple one. According to one NGO executive:

Government hasn't done anything to link between the craft makers and the sellers. There are many embroidery shops operated by private owners and NGOs. If government would take initiatives to maintain a liaison with these

private embroidery shops, obviously the producers would be able to sell their products easily, but it is not happening.

(Interview No. 43, Personal Communication, 15/06/2010)

5.1.10 Problems Related to Tourism Policy and Implementation

Bangladesh has no tourism policy for the country. Three decades ago, the United Nations World Tourism Organisation (UNWTO) and the United Nations Development Program (UNDP) prepared the Tourism Master Plan for Bangladesh. The master plan has not been implemented and, as a consequence, the unplanned development and activities performed by private tourism organisations cannot be regulated.

5.1.10.1 Tourism Policy and Law

Under the Tourism Master Plan, the country's main tourist destinations, Cox's Bazar, Kuakata⁵ and Sundarbans⁶, the largest mangrove forest with Bengal tigers, were taken to consideration for developing as Special Tourist Zones (STZs). Poverty alleviation through creating employment opportunities was one of the key objectives of that plan. However, the Bangladesh government failed to implement the objectives in forming STZs and so of poverty alleviation of rural Bangladesh by creating employment opportunity in the tourism sector. The country has not declared any tourist destinations as STZs and the government has not formed a tourism policy or laws for the development of the country's tourism. As a consequence, tourism development is taking place in an unorganised, fragmented way. Thus, at present, controlling unplanned development by private organisations has become a crucial issue. According to one participant:

Recently, an ordinance has been circulated in order to preserve our heritage sites. If there is no law, there is no question or scope of controlling. There is no scope to force anyone to do or not to do something. It is the present situation of our heritage sites.

(Interview No. 03, Personal Communication, 04/02/2010)

⁵ A rural area in the Southern region of Bangladesh renowned for sea beach

⁶ The largest mangrove forest in Bangladesh renowned for the habitat of the Royal Bengal Tiger

5.1.10.2 Control of Tour Operators

In the absence of tourism regulations, the government has no control over private tour operators. Starting a tour operating business is easy for anyone who has money. As a consequence, people who have not any previous experience in tour operation are entering the business.

There is a complete mess in tour operating business here. In fact, most of them don't have any idea or previous experience about this business. Also, they don't have a license.

(Interview No. 30, Personal Communication, 24/04/2010)

5.1.11 Lack of Tourism Planning Experts

In Bangladesh wealthy people have an interest investing in the tourism sector. However, they lack expert knowledge in making tourism work for poor people. Most private investors are interested in building luxury hotels, motels, cottages and restaurants. Tourism planning experts who have the knowledge and expertise to plan tourism development in an inclusive way are needed to make tourism sustainable for the rural poor.

We need to have some foreign expertise because we don't have much experience regarding sustainable tourism development. In Bangladesh we need somebody that can look from the top. Some NGOs or expertise that could sit at the front of the table, say- this has been working in Bhutan or in Malaysia or in Nepal or in Guatemala. This is how it should be done.

(Interview No. 41, Personal Communication, 24/05/2010)

I am sure that there is shortage of expertise knowledge in this field here. I think some international experts would be able to do these things.

(Interview no. 43, Personal Communication, 24/05/2010)

5.1.12 Rural Handicrafts and Tourism

Limited attempt has been undertaken either by the government or NGOs in order to present rural areas as tourist destinations where craft items are produced. Most rural areas of the country are famous for handicrafts, with craft persons who are imaginative and have enormous dexterity in making crafts. Handicrafts such as pottery, wood carving and cane and bamboo weaving are produced in almost all rural areas in the country and these traditional items are also used by rural people.

However, no effective initiative has been taken, either by the government or private tourism organisations, to use the handicraft-based areas as tourism destinations. According to one of the tour operators:

We have failed to bring handicraft producers under the umbrella of tourism. If we could have done this many activities of villages would be organised. For example, in Bogra District shows pieces like bowls, plates and different other pots made by using dry grain stalk. If tourists would have been brought to such places and village people would have sold their products directly to them but we are not doing that.

(Interview No. 43, Personal Communication, 04/02/2010)

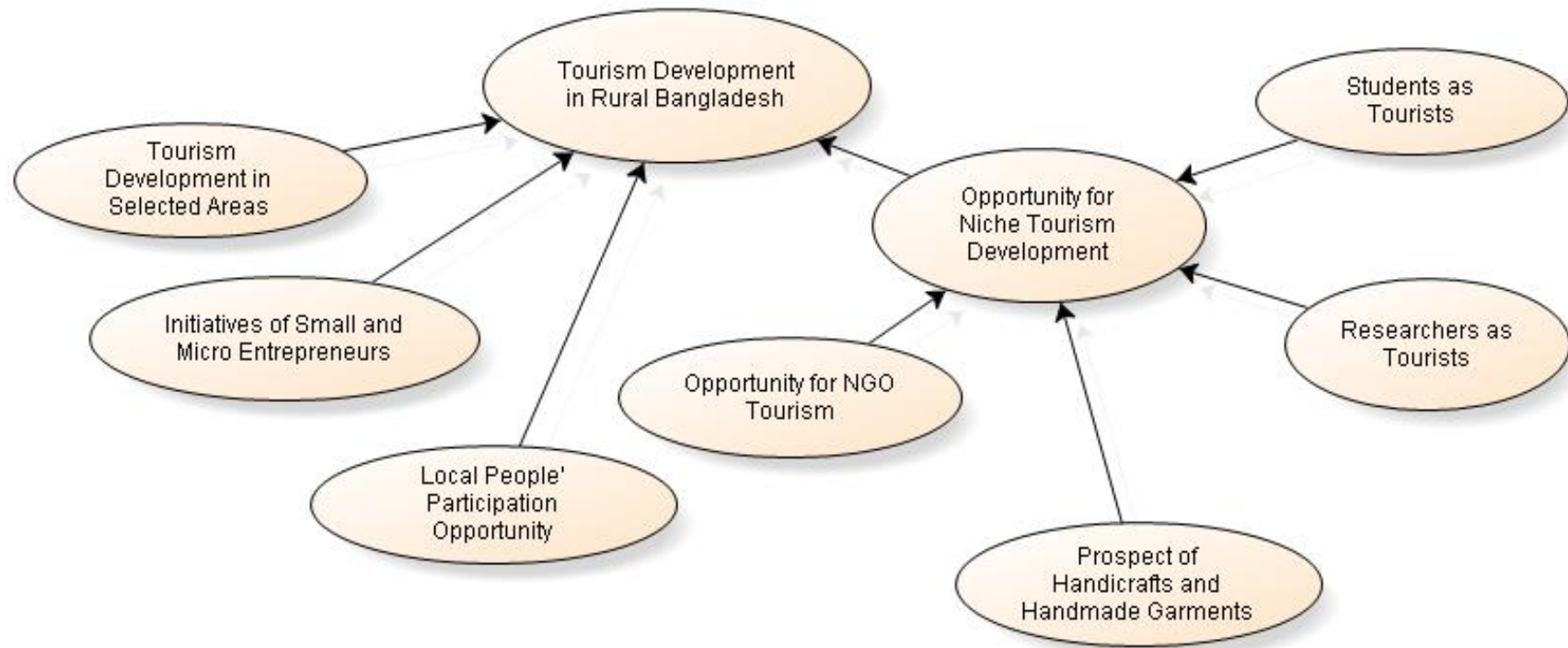
5.2 Tourism Development Prospects in Rural Bangladesh

Despite the fact that a wide range of barriers exist for tourism development in rural Bangladesh, there are prospects as well. According to the interview participants the tourism development prospects in rural Bangladesh revolve around protected areas, wetlands, heritage sites, indigenous inhabited areas, and rural handicrafts (see Figure 5.2). These are discussed in the following section:

5.2.1 Tourism Development in Selected Areas

A significant gap is evident between the tourism master plan and its implementation. Developing STZs in some tourist destinations was one component of the master plan. However, potential and new tourist destinations have not been explored in different regions of the country. The roles of the NTO, related government Ministries and the private tourism organisations are ineffective in exploring new tourism destinations in the country. Tourism in Bangladesh has been concentrated only in limited areas. These include the Sea Beach of Cox's Bazar, Kuakata and mangrove forest of Sundarbans.

Figure 5.2: Thematic Map of Tourism Development Prospects in Rural Bangladesh



Most participants suggest that tourists are familiar only with a limited number of destinations, particularly Cox's Bazar. Research participants have recommended the exploration of new destinations in rural areas as a government endeavour:

We don't know what our products are. We know Sundarbans, Bandarban, Cox's Bazar, Sylhet, Srimangal and Kuakata. We know only these destinations. We haven't explored the other destinations of rural Bangladesh. It is not possible to do without government involvement.

(Interview No. 40, Personal Communication, 23/05/2010)

5.2.2 Initiatives of Small and Micro Entrepreneurs

A limited number of small and micro private tourism entrepreneurs have taken initiatives to establish parks and picnic spots in the rural areas of Bangladesh. Initiatives from the private entrepreneurs have encouraged other private investors also to invest in such small tourism-related projects, thereby opening a new scope for developing tourism in rural landscapes.

My plan was to bring the tourists in this rural and remote area. This required many arrangements. At last, we have done that. You can consider this area as a picnic spot and a park. Nobody in Bangladesh did this before. I am always interested to do something new.

(Interview No. 02, Personal Communication, 26/01/2010)

Some investors have utilised their own creativity for decentralising tourism development from urban to rural areas. Innovative ideas have been developed and functionalised to build tourist attractions. Many rural traditions are now on the verge of becoming obsolete. The private investors have been trying to restore those traditions as tourist attractions. According to one tourism micro entrepreneur in rural areas:

In past village fair was an important and attractive traditional festival in Bangladesh. We enjoyed a lot of village fairs. Country made rides for the children were very popular in those fairs. I have introduced those traditional rides using modern technology. While establishing this park, I have considered the nature also. You will find varieties of trees in this park.

(Interview No. 02, Personal Communication, 26/01/2010)

5.2.3 Participation of Rural People in Tourism Development

In recent times, tour operators have begun trying to bring tourists into rural areas. Gradually, they are realising the prospects for tourism development in rural areas. They also find the opportunity to involve the rural people in the tourism development process. According to one tour operator:

As we are professional tour operators, we can do something. There is a resort named XYZ at ABC village [actual names are not mentioned for ethical reasons]. It is totally inside a village. The founder of this organisation is also a tour operator. All the activities are performed with the participation of rural people. The owner could have hired some trained people from other places but he hasn't done that. He has trained the rural poor people and employed them in works.

(Interview No. 03, Personal Communication, 04/02/2010)

5.2.4 Opportunity for Niche Tourism

As people are overwhelmingly familiar with the limited, established tourism destinations, tourism development in the rural settings could be of great interest to many niche tourist marketers. Realising the prospects for tourism development in rural areas, private organisations and entrepreneurs are targeting different niche market segments. Development of niche tourism, such as excursions and study tours for students and researchers, in newly developed tourist destinations is gradually becoming more attractive to the tourists.

5.2.4.1 Students as Tourists

Domestic students are one segment that has potential in the tourism market. Every year in the winter season many schools, colleges and university departments go for study tours or excursions with their students. Arranging a day trip picnic is also a common practice in educational institutions in Bangladesh and rural areas can be potential destinations for such trips. Targeting the student segments of tourism in rural areas is gradually taking place in some regions of the country:

Students come here in study tour. We thought we could educate them through entertainment. We have started working on that. We have an artificial island in the middle of this park. Motifs of national symbols such as animals, birds, fish and flowers will be displayed there. This will be a good education opportunity for them. We are also working on geography, history and science. We will be able to display these in future.

(Interview No. 02, Personal Communication, 26/01/2010)

We have a youth dormitory for the students. Here we can accommodate 120 students. Students come here in groups and stay for some days. Especially, they come here in study tours from different colleges and universities of the country.

(Interview No.31, Personal Communication, 24/04/2010)

Students from Asian Women University⁷ and the volunteers of UNDP are my regular customers. I have good relations with them. They stay here because the accommodation and food is cheaper.

(Interview No. 46, Personal Communication, 09/07/2010)

5.2.4.2 Researchers as Tourists

Some rural development projects and places in Bangladesh are of interest to researchers. Although very limited in scope, facilities for researchers have been developed in some places. Infrastructures have been developed in a limited form through both private and public endeavours in some rural places. According to research participants:

Foreign students visit our organisation. Some students and teachers come here for research purpose. Approximately 200-250 foreign students and tourists visit our organisation every year. Some of them stay for two or three days and some of them for one or two weeks. In addition to this, at least two students stay here for six to seven months for research purpose.

(Interview no. 43, Personal Communication, 15/06/2010)

Many research students and teachers come here. They are from different universities of our country. We have constructed dormitories to facilitate researchers in two sites.

(Interview No. 42, Personal Communication, 06/06/2010)

In our foundation we have a library. We have very old published books and journals in our reserve. Our collections are on folk arts and crafts of Bangladesh and these are rare as well. Researchers come here for study purpose.

(Interview No. 05, Personal Communication, 22/02/2010)

⁷ A women's university in Bangladesh sponsored by the United States.

5.2.4.3 Opportunity for Developing NGO Tourism

Many rural development projects in Bangladesh are undertaken by the NGOs. Western and European countries and international organisations are the main donors to these rural development projects. In monitoring these projects the representatives, consultants and experts from donor countries and international organisations regularly come to the project areas. Students from the donor countries also come to gather practical knowledge on rural development projects in Bangladesh. Food and accommodation is required for the project-related foreign visitors. This has opened an opportunity for developing NGO-based tourism development in the rural areas of Bangladesh. According to one of the participants:

They visit our different development projects and the spectacular rural sites. They see the condition of our rural life and agriculture pattern. It seems that they get different experience while staying here. We try our level best to show them our rural things.

(Interview No. 43, Personal Communication, 15/06/2010)

5.2.4.4 Prospect for Handicrafts and Handmade Garments

In Bangladesh handicrafts are produced mostly by poor people in rural and remote areas. A wide range of local raw materials are used to produce these handicrafts. These include bamboo, cane, wood, dried leaves and fibres. Clay is used to make fine pottery. Usually, rural people use pottery and handmade crafts for their household usage and daily necessities. Few private organisations have taken initiatives to represent these handicrafts as show-pieces and souvenirs to tourists. According to one interviewee:

I have been doing handicraft business for more than eight years. Initially, I worked for an NGO. Now I have started my own retail store. I have a small production centre also. Craft persons produce our traditional crafts using bamboo, cane, wood and other materials.

(Interview no. 35, Personal Communication, 28/04/2010)

Also, few NGOs work to promote Bangladeshi handicrafts and handmade garments in foreign markets. Some NGOs provide training on crafts and handmade garments. After completion of training, rural women are appointed permanently in their production unit. According to one representative of an NGO:

We produce garments using handlooms and craft items. We export pieces of woven fabric and make garments with those as well. We do embroidery works on some garments. We produce 'Nakshikatha'⁸ also.

(Interview No. 43, Personal Communication, 15/06/2010)

One government organisation, Bangladesh Folk Arts and Crafts Foundation⁹, has an important role in introducing the country's traditional crafts and craftspeople to tourists. Traditional crafts are displayed in the organisation's craft museum. Visitors from home and abroad are becoming familiar with the country's crafts. Simultaneously, a craft village has been established where craft persons are given space to live and produce crafts in front of visitors. Their products can be sold directly to visitors. This has provided an opportunity for some rural craft workers to find a market for their crafts. According to a senior official of Bangladesh Folk Arts and Crafts Foundation:

We have established a craft-village inside our foundation. Craft persons of different regions of our country produce crafts here. Wooden elephant, horse, dolls, musical instruments, toys etc. are produced and sold here. Tourists come here to see and buy these.

(Interview No. 05, Personal Communication, 22/02/2010)

Tour operators, hoteliers, cottage and guesthouse owners realise the prospects for handicrafts along with tourism development. Some of them explain how foreign tourists spend more on handicrafts and souvenirs than they do for food and accommodation purposes. This has encouraged some accommodation-based businessmen to open show rooms of handicrafts within their accommodation business. According to one guest house owner:

When tourists return they take some souvenirs from Bangladesh. Jute bags are very popular to them. A tourist may pay forty dollars for staying two nights in our guest house, but at the time of leaving he or she purchases handicrafts worth more than one hundred dollars from our showroom. It is fact that we earn more from handicrafts than guesthouse.

(Interview No. 38, Personal Communication, 22/05/2010)

⁸ One kind of hand stitched blanket made of old cloth.

⁹ A government organisation preserving and exhibiting traditional folk arts and crafts of the country.

5.3 Links between Stakeholders

The links or relationships among the tourism stakeholders are crucial for extending opportunities for the rural poor. From the responses of research participants the present relationships among the stakeholders are documented and discussed in the following section (see Figure 5.3):

5.3.1 Link between Government Tourism-Related Organisations

Absence of official or formal relations is common between government tourism-related organisations in Bangladesh. The Bangladesh Railway, Cultural Department, NTO, Bangladesh Folk Art and Crafts Foundation, Roads and Highway Department and the national carrier Bangladesh Biman¹⁰ are the major tourism-related organisations in Bangladesh. These organisations are not officially linked with each other in coordinating tourism development in the country. NTO has been operating motels and restaurants in some districts. However, due to the absence of an established network among these organisations, many problems have evolved in most of the potential tourist destinations in rural Bangladesh.

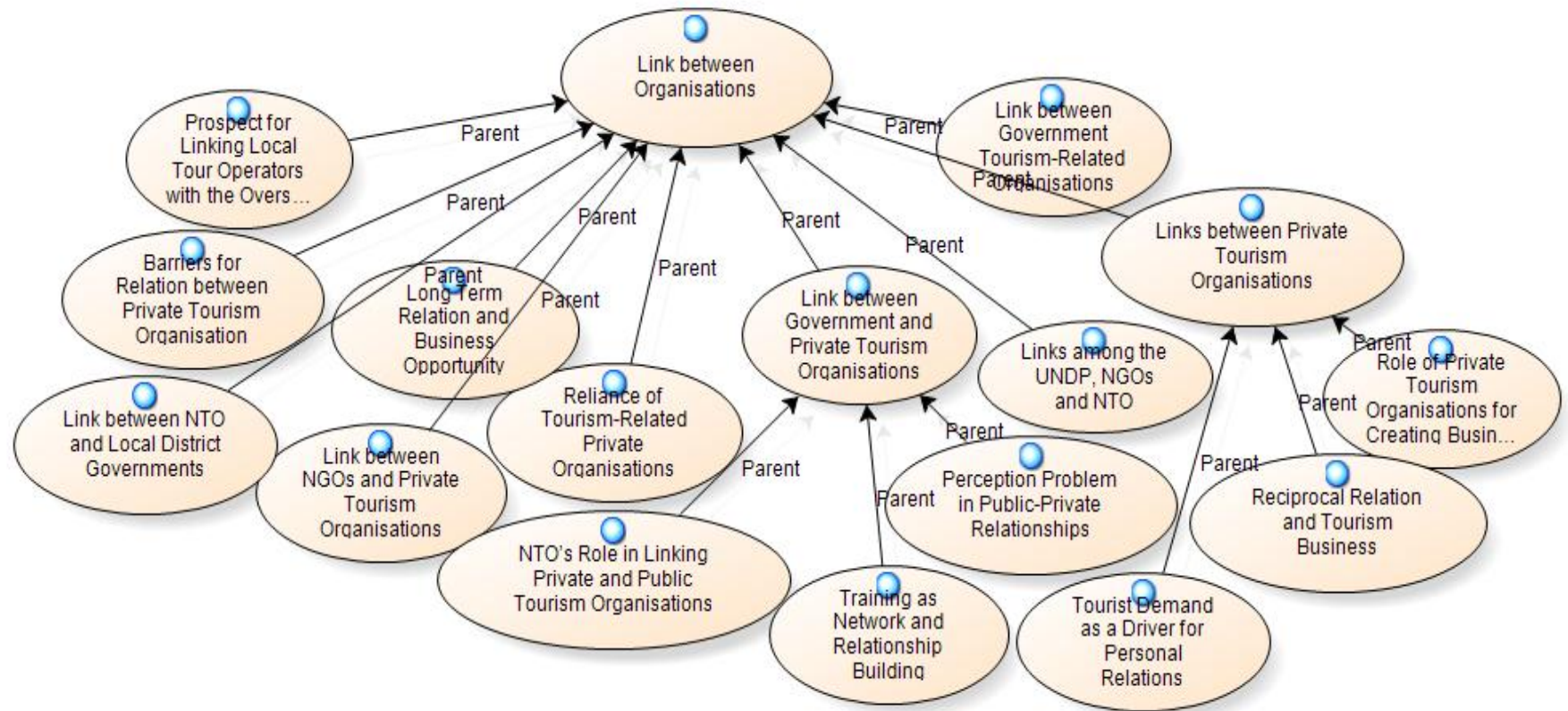
The government cultural offices arrange training on traditional culture for young people in the district level. Every year many young students receive training but, due to limited opportunities, they do not get adequate experiences of being involved in tourism. The only government tourism body is NTO. In absence of an official relationship between NTO and the Cultural Department, trainees tend not to continue their cultural performances. However, NTO invites some artists to celebrate special occasions such as Bengali New Year and Independence Day where occasions they perform traditional song, dance and drama. Performers get minimum financial benefits, although it does not ensure a permanent earning opportunity for them to utilise their cultural expertise through NTO. Very seldom do NTO's district level motels arrange cultural programs for tourists other than on special occasions.

We don't have direct relation with NTO. They have relation[s] with the artists who are trained from our institute. On some special occasions they contact the artists, not with us.

(Interview No. 33, Personal Communication, 26/04/2010)

¹⁰ Biman is a Bengali word and its English meaning is Airlines

Figure 5.3: Links among Tourism and Related Stakeholders



The Folk Art and Crafts Foundation is considered as one of the largest tourism-related government organisations in Bangladesh and functions under the Ministry of Cultural Affairs. Every year many tourists visit the foundation's attractions; the craft museum, folk festival, craft village and the adjacent Heritage sites. However, no government tourism-related organisations have been working closely with this organisation, although the foundation is situated in a rural area it is only thirty miles away from the capital city of the country. The area is not connected by railway to the capital city or other district towns of the country. Road communication also is not developed properly. The Folk Foundation authority has not requested the Railway Department to develop communications in this area. However, the foundation authority has urged the Roads and Highway Department to develop road communications. Nevertheless, the foundation has been able to attract many tourists throughout the year without any link with the country's National Tourism Organisation in terms of tourism development of the country. NTO has been operating motels and restaurants at the districts level of Bangladesh, but no motel, rest house, guest house, cottage and restaurant has been established near Craft Foundation site and, as a result, tourists cannot stay overnight there. If sufficient arrangements for overnight stay were available near the Craft Foundation, tourists could stay for a longer period and many small and micro tourism-related businesses such as hotels, motels, guest houses, resorts, restaurants and snack shops would have been able to do business. Rural people would invest in local transport sector and benefit from the tourism development process of the area. In the absence of a network among government tourism organisations, this rural place is not developing properly despite having enormous tourism potential.

Some private tour operators are doing business here but we don't have any relation with them. They guide tourists for business purpose. They are not doing anything except that.

(Interview No. 32, Personal Communication, 24/04/2010)

We have no link with those organisations working for the development of tourism of our country. We don't have rail communication with other areas. Even the road communication isn't developed properly. There is no hotel or guest house in this area. Tourists cannot stay here for this.

(Interview No. 05, Personal Communication, 22/02/2010)

Where road transportation is underdeveloped, tourists prefer to travel by train. However, research participants reported that, due to the absence of links among NTO, tourism-related private organisations and the Railway Department, tourism development is not occurring properly in many rural areas. Under this circumstance, tourism-related small and micro businessmen are deprived of getting business opportunities in those destinations. As tourists are experiencing difficulties in terms of frequency of trains and availability of reservations, they are losing interest in visiting those rural places. Neither NTO nor the private tourism organisations have undertaken initiatives to make the railway department aware of the need to increase the number of trains in rural tourist destinations, particularly in the peak season.

Sometimes it is difficult for foreign tourists to get railway tickets while visiting national forests or other protected areas, even though these areas have railway communication with the capital city and other districts of the country. Often, foreign tourists plan to see tourist destinations of Bangladesh along with those of other South-Asian countries, mainly India and Nepal. When they do not get railway tickets according to their preferred day and time, they face severe problems and lose interest in visiting again. However, the Railway Department of the country does not seem to be aware of this problem. NTO and private tourism organisations appear reluctant to inform the appropriate authority. The Railway Department does not reserve any quota for foreign tourists in case of immediate requirements and most railway stations in Bangladesh provide only directions and announcements in Bengali which is not understood by foreign tourists. Private tour operators and tourism organisations are well aware of these problems but, as they have no official link with the Railway Department, they do not take any initiatives to inform the rail authority or attempt to change the situation. As a consequence, many tourists do not want to stay for an extended visit or repeat visit.

The communication of Shrimongol with other places of Bangladesh is better. People can visit here by train and personal transport. Sometimes I feel bad when I can't collect train tickets for the tourists.

(Interview No. 22, Personal Communication, 04/04/2010)

Government departments are here but they are doing nothing. Railway Department can start special train for the tourists. It's a matter of regret that sometimes foreign tourists don't get tickets. Facilities for the tourists should be increased but no one is considering that.

(Interview No. 23, Personal Communication, 05/04/2010)

5.3.2 Link between NTO and Local Governments

Departments of local government have official links at the district level. All departments of local government attend monthly coordination meetings. Progress and programs for development are discussed in that coordination meeting. Relationships among the departments of local government are very formal and all government departments are required to present progress reports on their various activities undertaken for infrastructure and socio-economic development of the district. Development projects and programs are undertaken in conjunction with decisions undertaken at coordination meetings. As an integral part of local government, the cultural department participates in the monthly coordination meeting. According to one official of local government cultural department:

We need to attend the monthly meeting of the District Council. As we work under District Council, every local government department has to attend that meeting. This monthly meeting is held in order to coordinate the activities of local government departments.

(Interview No. 33, Personal Communication, 26/04/2010)

However, NTO has no representation in the district level development processes in Bangladesh resulting in it being unable to take part in the district level coordination meeting. Out of sixty four districts, NTO has participation at only one district level. Cox's Bazar is the one district where most of the NTO's business units are operating and, hence, an NTO representative does have participation opportunities with the departments of local government. As NTO has no participation in the other sixty three districts, tourism is not given priority in most areas of the country. NTO or the Ministry of Tourism seems to be less dynamic as a member of the district level coordination body. One challenge that stems from the fact that NTO has no relationship with local government at the district level is the issue that tourism development does not get aired in most of the areas of rural Bangladesh, let alone be considered a priority.

5.3.3 Links between NGOs and Private Tourism Organisations

Financial support is essential in order to encourage tourism-related small and micro tourism businesses in rural Bangladesh where many NGOs are operating micro-

credit programs in a wide range of micro business sectors. People are investing micro-credit in small and micro businesses. However, for a number of reasons tourism-related micro businessmen have not benefitted much from micro credit programs of the NGOs. According to the research participants, terms and conditions of the NGOs for micro-credit programs are not feasible for the tourism-related small and micro businessmen. Most NGOs maintain a strictly weekly instalment policy. However, tourism-related micro businessmen are not able to do business regularly. In off-peak season the demand for poultry and dairy products is decreased and prices of the products also are decreased. Hence, it becomes difficult for them to continue instalments regularly. NGOs are not flexible or considerate in terms of the seasonal nature of the tourism business. Moreover, most research participants think that the interest rate of the NGOs is higher. As a result, people are not interested in using micro-credit from the NGOs.

We have the opportunity to take credit from the NGOs but we don't do that. Their terms and conditions are very complex. If we can't pay an instalment for any reason, they don't consider that at all. We have to pay instalments at any cost.

(Interview No. 20, Personal Communication, 27/03/2010)

Despite the fact that NGOs maintain rigorous terms and conditions for micro-credit programs, many rural people are drawn to consider accepting the conditions; especially, in the absence of any better alternative being available.

5.3.4 Links among the UNDP, NGOs and NTO

UNDP has been serving Bangladesh with a wide range of projects for economic and social development, particularly in remote, rural and underdeveloped areas; though, at present, it does not have any project that is directly related with the tourism development in the country. However, the existing projects are playing an important supporting role for tourism development in some places.

UNDP is engaged with various NGOs to promote economic and social development of rural Bangladesh by means of projects according to activities required for rural areas. Their major objectives are community empowerment, education and rural infrastructure development. UNDP selects different NGOs as implementation partners for different activities because local NGOs have adequate knowledge

regarding rural communities.

We implement our programs through partnership approach. We think component wise and we have different partners for different components. Local NGOs are our implementing partners.

(Interview No. 37, Personal Communication, 06/05/2010)

The links between UNDP and NGOs are of paramount importance for the socio-economic development of many rural and the indigenous communities in Bangladesh. However, NTO has no links with the UNDP and NGOs where they are working for community development. Despite contributing socio-economic development of many indigenous inhabited areas, absence of a link among NTO and the UNDP and NGOs is considered a serious barrier to tourism development in Bangladesh. As a result, poor rural and indigenous communities are excluded from tourism development benefits in order to supplement their livelihood.

5.3.5 Link between Government and Private Tourism Organisations

5.3.5.1 NTO's Role in Linking Private and Public Tourism Organisations

According to the participants, NTO does not play an active role in developing relationships with private tourism organisations. Even NTO does not co-operate with any individual, organisation or community leader to help them start a tourism-related business. In protected areas such as eco-cottages, small restaurants, hotels and transport businesses there is immense potential and some local, small and micro entrepreneurs have started business in these areas and expect support from the NTO. Many rural people do not have land on which to establish eco-cottages or restaurants, nor do they have any previous experience in the sector. As they do not have a link with the NTO, they do not have the knowledge to initiate a tourism business. Government Forest Department and the Nishorgo project of the forest department have been helping interested rural tourism businessmen, but research participants feel that neither Nishorgo nor forest department has the expertise in tourism.

They haven't supported us like the Nishorgo Project people did. They could help us in many ways. They could train and motivate us. We have requested them several times. Even we have requested them to provide us land so that we can develop eco cottages but they haven't responded.

(Interview No. 46, Personal Communication, 09/07/2010)

Despite the fact that the NTO has not been able to co-operate with the small and micro tourism enterprises in the country, the organisation has been contributing to the southern beach tourism destinations in a limited way. According to one NTO executive, due to limited resources NTO is not able to contribute to every potential tourism area in the country. In the southern beach tourism area, the NTO has helped newly established tourism-related organisations by providing short-term training for staff that is mainly employees of newly established hotels and restaurants.

Sometimes we help the private sector entrepreneurs. When new owners start hotels, motels or restaurants they need trained employees. We arrange training for their employees. Mainly we train restaurant, kitchen and hotel employees.

(Interview No. 27, Personal Communication, 23/04/2010)

5.3.5.2 Perception Problem in Public-Private Relationships

According to the research participants, misperception by government departments of private tourism organisations is a major barrier in developing government and private organisation relationships. Many government departments have misperceptions regarding tourism. Government law and order enforcement departments regard private hotels, cottages and guest houses not as tourist destinations but as places for unethical activities such as prostitution, gambling and drinking alcohol. These activities are prohibited in the Muslim culture of Bangladesh. The owners of private hotels, guest houses, cottages and rest houses have been struggling to change the perception of the government law and order enforcement agencies for more than a decade. Tourists feel threatened when police regularly raid private accommodation-based organisations; although research participants reported the situation to be improving steadily. Gradually, the government organisation has been changing its negative mentality regarding tourist destinations such as private hotels, guest houses, cottages and resorts.

We have better relation with the local government departments at present though it is not up to the expected level. We expect this relation will develop across time. We have been struggling for the last fifteen years on this issue. Once they had very wrong perception regarding our business. Now they have started realising what tourism is and its necessity. It's a success but still a long way to go.

(Interview No. 40, Personal Communication, 23/05/2010)

5.3.5.3 Training in Network and Relationship Building

Training can be a good opportunity for building relationship between tourism-related organisations. However, the role of an organising authority is considered to be extremely important in this regard. According to research participants, Bangladesh Forest Department and their Nishorgo Project arranged training programme for the tour guides for the national forests and protected areas of Bangladesh. Tour operators and tourism related organisations were invited to share their experiences with the trainees. This provided an opportunity for the new tour guides to build a link with tour operators and tourism-related organisations. As tour guides are mostly dependent on tour operators, the training endorsed self-employment opportunities for them. When tour operators want to send tourists to the protected areas, they prefer to use guides who are well known to them and new guides get foreign and domestic tourists from the tour operators. On behalf of the tour operators tour guides not only guide tourists in national forests and wetlands but also arrange hotels, cottages, transport and necessary services as desired by the tourists and tour operators.

As a part of that training we were taken Dhaka for one day. There we met tour operators and hotel owners. Now we get tourists from them. We are happy for all those.

(Interview No. 16, Personal Communication, 22/03/2010)

I have relation with a tour operator. Now I am working with that company. I am getting business from that organisation. Unless I would have relation, I could not work.

(Interview No. 19, Personal Communication, 26/03/2010)

However, the training courses are limited in numbers and cannot meet the industry requirements. This training programme was arranged for only 14 tour guides and in only one rural tourist destination, whereas most rural areas that had potential for nature-based ecotourism were not considered. As a consequence, many rural poor have been deprived of the self-employment opportunities. NTO also arranges short-term training courses but participation of tourism-related organisations in NTO training courses is limited also in numbers. The scope of training courses can be used to include building of networks between the tourism-related organisations, government and private organisations but this has not been achieved to date.

5.3.6 Links between Private Tourism Organisations

5.3.6.1 Tourist Demand as a Driver for Personal Relations

According to the research participants, demand for a wide range of services obliges tourism organisations to maintain personal as well as business relations with other related organisations and this creates business opportunities. Tourists have numerous demands while visiting places. Some tourists want to use air-conditioned transport while others are comfortable with non air-conditioned and some choose budget hotels and restaurants while others prefer luxury, expensive ones. Local tour guides need to maintain good relationships with different types and classes of organisations in order to meet the diverse demands of tourists. Sometimes tourists are interested to know about the rural handicrafts and tour operators and hotel owners usually recommend those handicraft shops and markets with which they have a relationship.

As we need to provide transport services according to the tourist's demand, we have to maintain communication with the businessmen of local transport such as three wheelers, micro bus and car owners.

(Interview No. 47, Personal Communication, 10/07/2010)

We provide information from the front desk. There is a conch market in the beach. This market is famous for conch made ornaments and toys. Poor people collect conch from the sea and make ornaments, showpieces and toys. They sell these in conch market. We send our guests there. There are many mobile photographers in this beach. We tell our guests about them also.

(Interview No. 31, Personal Communication, 24/04/2010)

5.3.6.2 Role of Private Tourism Organisations for Creating Business Relationships

Business relationships among tourism organisations and suppliers of food and other necessities can be of great importance for tourism development and rural poverty alleviation in Bangladesh. However desirable, long-term business relationships between tourism organisations and food suppliers are yet to be developed. According to the research participants, lack of knowledge regarding tourism is a major barrier to the development of good relations between tourism organisations and suppliers. Most suppliers of agricultural products are unaware of the nature of tourism. Hotels, restaurants, guest houses and cottage owners are concerned about the quality of their services, so they always expect that the suppliers of food and vegetables will ensure regular delivery of quality products. Suppliers are not always able to meet the

expectations of tourism organisations and, at times, feel that they are not getting a reasonable price for their goods. As a consequence, long-term business relations between these organisations are difficult to establish and maintain. Many suppliers are unable to sustain their business and may even leave the industry. However, a few tourism organisations have been trying to make suppliers understand the need for service quality, and others seek for new suppliers.

We have relation with some suppliers who have very limited knowledge about this industry. We are trying to make them understand about our hotels and restaurants. They should ensure quality which we really require. They should supply us in time also. We must have a trusting relation.

(Interview No. 26, Personal Communication, 23/04/2010)

5.3.6.3 Reciprocal Relationships and Tourism Business

According to research participants many tourism-related small business organisations are operating on the basis of mutual understanding and reciprocity. Tour operators mostly depend on the hotel, restaurant and transport owners; the transport organisations tend to have a relationship with selected hotel, rest house, cottage and guest house owners. They recommend the tourists to visit hotels with which they have good relations; in turn, hotel owners recommend preferred transport agencies. This interdependence helps the related organisations generate business.

For package tours we must have relation with transport owners, hotels, restaurants and related organisations. We have communication with all of them. It is actually happened through two ways. We contact them according to our needs and they also contact us for their business.

(Interview No. 39, Personal Communication, 22/05/2010)

5.3.7 Barriers for Relations between Private Tourism Organisation

5.3.7.1 Profit Motive

Major tour operators have an important role in helping link tourism-related organisations and hence, create business opportunities for many accommodation-based organisations in Bangladesh. Tour operators also benefit financially from business relationships. However, an excessive profit motive of tour operators creates problems in maintaining good relations between them and hotel, resort, cottage, guest house and motel owners. According to research participants, tour operators book rooms at the beginning of the tourist season. Usually, they purchase rooms at a

designated price but on-sell them at a higher rate. Tour operators do this for the tourist season and make a financial profit. However, tourists are dissatisfied with the higher costs resulting from the advance selling of rooms by owners. This situation creates an adverse relationship between tour operators and the accommodation-based organisations. Therefore, due to excessive profit motives the hotel, motel and guest house owners are reluctant to maintain relations with the tour operators.

They reserve rooms in advance and resale the same to the tourists at a higher rate. Tour operators are more concerned about profit. Guests are compelled to take rooms at a higher rate. Tour Operators' purpose is served but we are the ultimate loser. We are considering not to do business with them because we don't want to lose customer loyalty.

(Interview No. 30, Personal Communication, 24/04/2010)

5.3.7.2 Links between Private Organisations

In regard to tourism destinations, most tourism-related private organisations are informally linked with each other; a link based largely on personal relationships. According to research participants, private tourism organisations do not have a union or association to represent them in tourism destinations in the country. One challenge that stems from this is that tourism-related organisations are unable to sit together to discuss the problems they commonly confront in destinations. Thus, isolation is a major barrier that restrains network building between tourism-related organisations. They cannot voice their demands to the government due to the absence of a representative association and are less likely to utilise opportunities they have in front of them. In addition, most hotel, restaurant, cottage, guest house and resort associations are city-based and few in number. In remote and rural tourism areas there are no unions and associations of tourism-related organisations yet formed. Hence, individual organisations are unable to raise their voices in a united way to the government level in terms tourism development problems. Similarly, it is difficult for government departments to pay attention to tourism problems and consider immediate solution.

We need to form an association so that we can sit together to make a policy to run this industry smoothly. We have personal communication over phone with other businessmen but we hardly discuss regarding our problems and opportunities.

(Interview No. 02, Personal Communication, 26/01/2010)

5.3.7.3 Absence of Relations with Eco Cottages

Due to the absence of good relationships with tourism-related organisations, such as tour operators from other regions, rural small and micro accommodation entrepreneurs are unable to develop their business properly. Eco cottages are established around the protected areas of the country, in rural and remote areas. The owners of the cottages are not educated and do not have adequate knowledge regarding the necessity of building networks with the tourism-related organisations in order to attract tourists regularly. Use of modern technology such as computer websites is conducive to establishing links with tourists and related organisations but, often, is not considered by them. The Nishorgo Support Project of Bangladesh Forest Department motivated and helped interested micro entrepreneurs to enter the cottage business. The names and addresses of these cottages are on the web sites of the Forest Department's Nishorgo Project. Sometimes tourists from abroad come to know about these cottages from the Nishorgo Project website and then contact tour operators or owners directly.

Tour operators and tourists don't know about my cottage. Tourists come to know about my cottage from the Nishorgo's web site and then contact me.

(Interview No. 17, Personal Communication, 23/03/2010)

5.3.8 Linking Tour Operators

Due to the law and order situation in Bangladesh overseas tour operators are reluctant to send tourists to Bangladesh. They are overwhelmingly dependent on a few known tour operators. The number of tour operators having links with overseas tour operators is very limited. Even fewer tour operators have relationships with tour operators abroad, so, though some overseas tour operators send tourists through the tour operators, only a limited number of hotels, guest houses, resorts and tour operators benefit financially by getting tourists in this way.

Foreign tour operators can be our good business sources. We have been trying to prove our credibility. We invite them here. We are getting guests through them but in a very limited way.

(Interview No. 26, Personal Communication, 23/04/2010)

As there is no government policy for tour operating businesses in Bangladesh, anyone can start in this business. Due to unwanted incidents such as theft, robbery,

snatching from the tourists, overseas tour operators do not want to send tourists to Bangladesh. They recommend only those hotels and tour operators that are known to them and have achieved credibility. According to the research participants, tourism organisations such as hotels, resorts, tour operators could get more tourists from overseas provided tour operating business could be controlled under a government policy. Such policy would stop non-professional people to come into the business and, hence, increase the opportunity for tourism development as well as employment generation in rural Bangladesh.

They don't trust anyone. It is sad that we don't have any policy for this business. Anybody can start this business collecting license from the local municipality. In season you will see signboards of hundreds of tour operators. They are only for making money. They are not professional.

(Interview No. 30, Personal Communication, 24/04/2010)

5.3.9 Long Term Relation and Business Opportunity

According to research participants, repeat visitors are interested in maintaining a personal relationship with tourism organisations in protected areas. They try to find known transport owners while visiting tourist areas. They also like to avail themselves of the same cottages and hotels they have used before. They prefer to take food in the same restaurant they have used before and they contact known businessmen by means of mobile phones. Tourism businessmen give importance to previous customers from whom they have benefitted financially on previous occasions. According to the businessmen, old customers do not bargain with them and they willingly pay extra for good service. Moreover, businessmen have good relations with the rural people that help them in their business. When new tourists look for transport, rural people help the tourists by providing information about businessmen they know. This helps small and micro businessmen get customers and, hence, benefit in their business.

They have my mobile phone number. When they need boat, they call me. Many journalists and researchers know my contact number. When they come they call me.

(Interview No. 09, Personal Communication, 07/03/2010)

When tourists come here they contact us. Tourists get information about us from the people of this area also. They rent our boats to see the wetland.

(Interview No. 10, Personal Communication, 08/03/2010)

5.3.10 Reliance of Tourism-Related Private Organisations

Some tourism-related small and micro businesses depend on the bigger organisations. In the rural and protected areas, indigenous communities have started small businesses of their handmade garments and handicrafts, opening small shops adjacent to their houses. When tourists come to see the indigenous villages, they like to purchase indigenous crafts and handmade garments. This type of small business is entirely dependent on tour operators and tour guides. Tourists hardly know about the indigenous villages. Tour operators and guides take tourists to different indigenous inhabited areas and business completely dependent on relationships with guides and tour operators.

In rural and protected areas, small and micro businessmen tend to know each other as most of them are from same locality. As members from the same community and same locality they recommend each other's name for services when tourists inquire about available services. Tour guides also have an important role that helps create business opportunities for the small and micro tourism businesses. According to research participants, tour guides know that the tourists love to see the weaving and handicrafts. Tourists are taken to those production places that, usually, are in the residences of the rural and indigenous people. Tourists buy products directly from the producer. This helps unlock business opportunities for indigenous poor people to supplement their livelihood. However, the relationships between the small and micro handicraft entrepreneurs and the tour guides are very limited.

We have communication with some tour guides. We know some tour operators also. Usually, guides and tour operators bring tourists in our village. If they don't bring tourists we cannot sell our crafts.

(Interview No. 20, Personal Communication, 27/03/2010)

5.4 Present Relationships Not Benefitting the Poor

From the responses of the research participants it is evident that the present relationships among the stakeholders are not conducive to benefitting the rural poor. In the following section that the reasons why the rural poor and indigenous communities are excluded from tourism development benefits from the present networks (See Figure 5.4).

5.4.1 Absence of Poverty Agenda

In Bangladesh private tourism organisations are mostly concerned with profit. In hotels, cottages, motels, guest houses and restaurants labourers are required for the lower level jobs such as cleaners, guards, waiters, kitchen helping hands and gardeners. The transport sector also requires drivers and conductors. Poor people have an opportunity in such jobs, not because they are getting philanthropy from these organisations but because these jobs generally are done by poor people. Tourism-related medium and large private organisations hardly consider the poverty agenda and this has limited the possibility of rural poor people benefitting from tourism development. According to research participants:

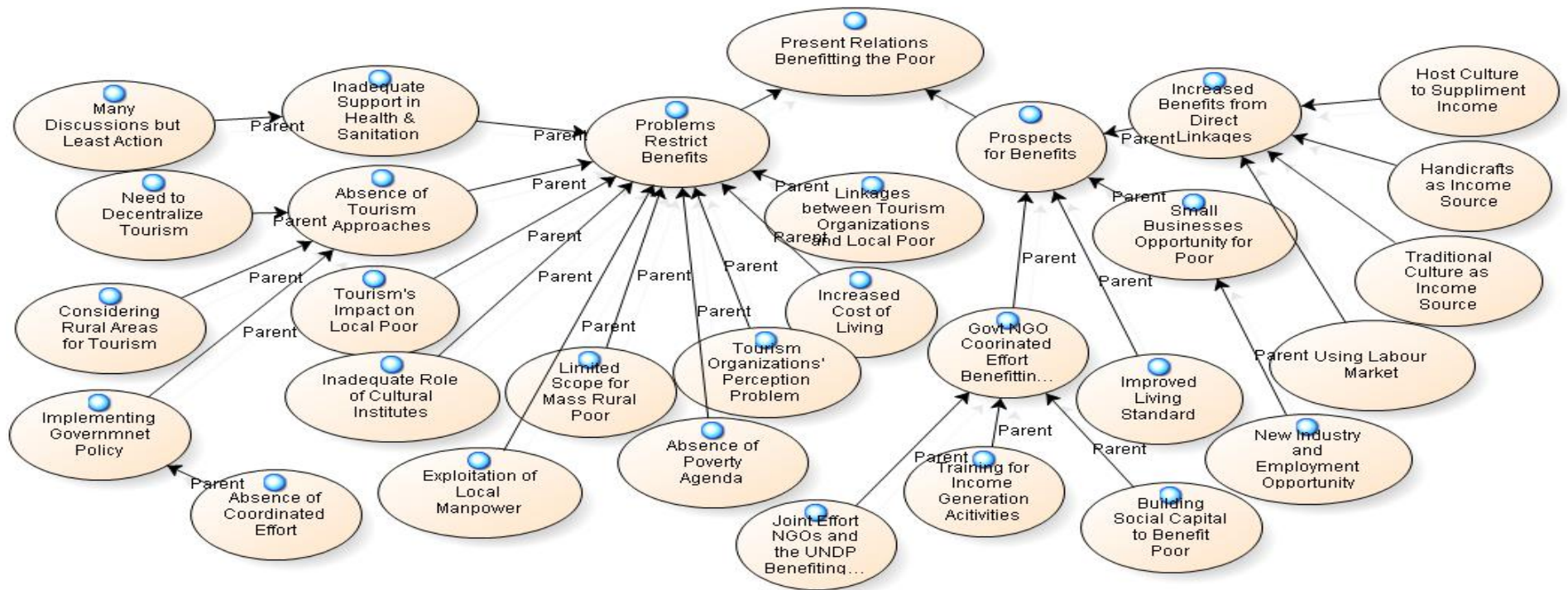
Only a few people's fate is improving. The restaurant and hotel owners are earning money. The poor are deprived by these rich businessmen. They never think for the poor people.

(Interview No. 28, Personal Communication, 24/04/2010)

5.4.2 Exploitation of Manpower

In the labour market the supply of manpower is in surplus rather than demand in Bangladesh. Tourism organisations use this opportunity to exploit manpower. The labour surplus means organisations are able to pay low wages. In the lower level jobs, labourers earn the lowest wages. Many labourers need to work even for ten to twelve hours, although they get are only being paid for eight hours' work. Moreover, they cannot take leave in the peak season, they have to work seven days a week and they do not have any job security. Lower level employees often lose their jobs in the off peak season. Under these circumstances, they need to work hard to maintain their livelihoods; they do not have any alternative.

Figure 5.4: Relations between Tourism Organisations Benefitting Rural Poor



According to one rural elected representative:

I will tell you some facts. If there are five workers in a restaurant, owners make the workers bound to do the works of the ten workers. They are not allowed leave in holidays even. They are given less wages and facilities. The employees and workers are to take extra pressure for that. They are compelled to do that because of their poverty and for their family members.

(Interview No. 28, Personal Communication, 24/04/2010)

5.4.3 Increased Cost of Living

While poorly managed, tourism can have a serious negative impact on the increased cost of living. Rural people, particularly the poor, sometimes are excluded and instead of getting benefits from tourism development, the poor people are confronting the serious pressure of an increased cost of living in places where tourism development is taking place. In the tourist places the price of commodities are higher than the non-tourist areas. Demands for food and vegetables are very high in comparison with other regions of the country. This has become a serious burden for the poor people. They cannot afford food and daily necessities unless they have income. This causes geographic or physical exclusion of many rural poor in tourist areas. According to one elected representative:

Price of vegetable is higher here than the other districts, because this is a tourist area. Demand of vegetable is always high here. Hotel and restaurant owners buy these in higher price. We live on the Bay of Bengal but fish is out of our reach. Price of beef in other districts is 180 to 200 taka per kilogram but here it is 260 to 320 taka per kilogram. The tourists can afford it but the poor cannot.

(Interview No. 28, Personal Communication, 24/04/2010)

5.4.4 Inadequate Support in Health and Sanitation

Health and sanitation are vital factors both for tourists and the rural people. In Bangladesh, the government has been trying to extend health and sanitation services in the rural areas through the concerned departments. In addition, NGOs and international organisations such as the UNDP have undertaken projects on health and sanitation in some rural areas. Where NGO services are not available, the government alone has been trying to provide the services. However, there are limitations evident where and when the government departments are providing these

facilities alone. Relevant government departments do not have sufficient manpower to reach every place with these services, leaving rural people as well as tourists deprived of such facilities. According to one interviewee:

Government can't do alone. For example, the number of government employees to provide health services is very limited. They can't provide health services in all the areas.

(Interview No. 34, Personal Communication, 26/04/2010)

5.4.5 Many Discussions but Least Action

Developing a network among tourism organisations would be useful to address the rural poverty alleviation issue using tourism as a tool and outcomes of discussions then need to be implemented to help the rural poor and indigenous communities. Nevertheless, in some tourist places formal committees have been formed by the government with the representation of both public and private tourism-related organisations. Employment generation through small and micro tourism enterprise development is one of the main objectives behind the formation of such committees. However, it is evident that, while committee members take part in the meetings and discuss various issues related to small and micro businesses, in practice necessary action is rarely undertaken for the poor. This clearly indicates a gap between policy and practice. Consequently, discussions will be futile unless and until specific actions and projects are implemented as a result of the discussions. According to one senior executive of NTO:

In our monthly coordination meeting we talk about the poor hawkers of this area. We also talk about them who haven't any particular place to do business. We are considering about the hawkers of nut, tea, tobacco and conch sellers.

(Interview No. 27, Personal Communication, 23/04/2010)

5.4.6 Tourism Organisation's Perception Problem

Poor people's inclusion in the tourism development process should be ensured in a planned way for their benefit. However, most private and public tourism-related organisations in Bangladesh hold the wrong perception of the issue. They consider that poor people automatically will be included in the process if tourism development

takes place. They also consider that, due to tourism development, employment opportunities will be created for the poor people, including opportunities for informal micro businesses like handicrafts, restaurants, transport and fast food places. This incorrect perception by government officials and private tourism organisations restricts benefits available for the poor as a result of tourism development. According to some research participants:

I have already been told that poor people will get involved in tourism automatically. They will be involved in arranging food, decoration, transports, accommodation facility and many other things.

(Interview No. 44, Personal Communication, 07/07/2010)

Outside of our foundation many people are waiting with musical instruments, handmade wooden toys and other handicrafts. Some are selling fruit pickles. Some are selling fast food. Most of their family members make these. They are earning and maintaining their livelihood in this way.

(Interview No. 04, Personal Communication, 19/02/2010)

5.4.7 Limited Scope for Mass Rural Poor

The number of poor who benefit from tourism is an important factor to determining tourism's contribution to poverty alleviation. However, given the limited number of poor who benefit from tourism's contribution, the poverty alleviation through tourism cannot be completely successful. In some areas, despite an evident existing relationship between the handicrafts and handmade garment producers and the marketers of their items, it remains the case that only a few people are able to generate income, whereas most rural poor are excluded from such benefits. It is observed that in one village, only a limited handicrafts producer or one handmade garments producers are getting benefits. Most villagers are getting no benefit. Unless and until the majority of the poor from a village is able to gain a benefit it is hard to affirm that tourism has a positive impact on the poor. According to one weaver:

I purchase raw materials and give it to the other weavers. They supply me handmade garments. I pay them after selling and they are earning money in this way. They are benefitted financially. In this area I am the only person doing these activities. Only a few people are benefitted for this, not all the villagers.

(Interview No. 20, Personal Communication, 27/03/2010)

In some cases, weavers are experiencing a worsening of economic conditions. Earnings from handicrafts and handmade garments are not sufficient enough for producers to lead a good life. These producers do not have a direct link with the tourist customers. They sell their items to handicrafts businessmen who gain a profit by on-selling and enjoy maximum benefits. Whereas rural handicrafts and handmade garment producers are poor, the businessmen are economically excluded. According to one rural poor woman weaver:

It is very difficult to maintain my family. If I get only two thousand taka for weaving a sari, I cannot make profit. I need to buy yarn and then dye it. After selling that I need to buy raw materials. Then I go for further production. This is a lengthy process and I cannot do this job more if there is no profit. I have five family members to maintain. If you observe the health of some people of this area you will be able to realise. Their health is very lean and thin and they suffer from depression.

(Interview No. 08, Personal Communication, 06/03/2010)

5.4.8 Linkages between Tourism Organisations and Rural Poor

Without linking poor people with the tourism related organisations, benefits that accrue from tourism development cannot be extended to the rural poor. The inclusion specifically for poor people can be affirmed; on agricultural supply from the farmers, handicrafts producers and manpower. There are a limited number of NGOs playing roles for linking poor, rural people with tourism. The NGOs are not only searching out markets for rural handicrafts, but also provide the poor with training. Nevertheless, in searching for markets for their products, NGOs and the rural handicrafts producers expect cooperation from the government and international organisations such as the UNDP. Cooperation such as supply of raw materials, training on design and finance in terms of micro credit with lower interest rates and conditions are also expected by the poor and rural workers, from the NGOs, as well as from the government. According to one NGO executive:

The UNDP arranges training for only five days. This short duration training is not effective. Another important thing is that the UNDP cannot assure marketing of those products which we do. We have our own show rooms in the capital city and we export those also. We are doing all these, from training to marketing, and the poor are benefitted more.

(Interview No. 38, Personal Communication, 22/05/2010)

5.4.9 Tourism's Impact on Rural Poor

Measuring the impact of tourism on poor people in tourist destinations is obligatory if one is to draw a picture of the relationship between tourism development and poverty alleviation. However, in Bangladesh neither government organisations nor NGOs have undertaken any initiative to measure the impact of tourism development on the poor. Organisations working for the rural poor sometimes gather empirical evidence on the economic condition of the poor, either by observing their livelihoods or talking with them. However, this evidence gathering does not extend to identifying facts related to economic and social exclusion of rural poor from tourism development and, hence, on formulation of future tourism plans. According to one NGO executive:

We have no specific research result on this. We are working in every level. When we talk to them about their financial condition, we are able to compare and understand their present and past situation.

(Interview No. 36, Personal Communication, 28/04/2010)

5.4.10 Absence of Tourism Approaches

Effective approaches are sometimes considered a prerequisite to include rural poor and indigenous communities in tourism development. In some developing countries community-based or pro-poor tourism approaches are being practiced to involve the poor people in tourism sector. However, in Bangladesh no initiative has been undertaken to implement any practical approach by the government, NGOs or tourism-related organisations. In some rural areas rural community leaders believe that their communities would benefit from the implementation of such approaches. Community leaders expect a definite share for their communities from the implementation of tourism development. They also believe that people in the rural community are able to generate necessary services for tourists and, hence, should be given opportunities to be included directly in the process:

Rural people are the owners of this land. We will have to consider the people of this area. Otherwise, it is not possible to do anything. We can't do something like Malaysia or other countries. We have to start our work by building a basis around our small communities. We have to ensure their share. When tourists will enter in any village, the villagers shall get a share. They will manage everything and will provide all the services such as food, accommodation and other facilities.

(Interview No. 34, Personal Communication, 26/04/2010)

5.4.10.1 Considering Rural Areas for Tourism

Exploring new tourist destinations is necessary part of tourism development. Due to the green environment, organic food and people's simple lifestyle, rural tourism is becoming an increasingly popular attraction for tourists both in developed and developing countries. However, in Bangladesh, most tourism-related organisations are city or urban-based. This has limited opportunities for the rural people's direct inclusion opportunities in the tourism industry. Tour operators, hotel owners and transport businessmen mainly undertake tours either in the capital city or in the beach area of Cox's Bazar. Although they have the opportunity to explore and extend tourism into rural areas, tourism-related organisations generally do not consider rural areas as legitimate tourist destinations. As a consequence, rural poor and excluded from tourism development benefits. According to one participant:

Tourism can be developed in rural areas and that can create work opportunities. Tourism organisations can earn money from rural areas also. So, people don't have to come to Dhaka. Doing tourism rightly will solve a lot of problems.

(Interview No. 41, Personal Communication, 24/05/2010)

5.4.10.2 Need to Decentralise Tourism

In the developing countries, poor people usually live in rural areas that often are excluded from the benefits of tourism development. In Bangladesh most poor people live in rural areas and depend for their livelihood on traditional agriculture. Their opportunity to benefit from tourism development is severely limited. Nevertheless, tourism authorities do recognise that there is a possibility to develop tourism using the rural assets and extending benefits to some rural poor. According to one senior executive of Bangladesh Tourism Federation (BTF):

It is possible to convert a village as tourist destination. If you can do this, tourism industry will be decentralised and poor people will get opportunity. Many people will visit and stay in those villages. They will see and feel the rural life. This will increase opportunity for the poor people.

(Interview No. 03, Personal Communication, 04/02/2010)

5.4.10.3 Implementing Government Policy

The challenge is to create proper policy that can generate employment in the tourism sector for the rural poor. However, government and private organisations do not seem able to write and implement such policies for the large mass of rural poor. The NTO has a policy to employ rural people where necessary according to their qualification and experience and NTO executives believe that this policy should be undertaken also by private tourism organisations. According to one senior executive of NTO:

Government has a policy to recruit people from the area where we operate motels. In most of our motels some employees are local. According to their educational qualification we recruit. We operate 21 motels in different areas. Whereas under private ownership, there are hundreds of hotels, rest houses and guest houses. We can't do much for the poor unless all organisations follow this policy.

(Interview No. 27, Personal Communication, 23/04/2010)

However, at the time of study tour the researcher observed that most employees and workers of the accommodations-based business units of NTOs are not from rural areas rather from urban cities. This clearly indicates the gap between policy and practice of NTO and it results the economic exclusion of rural poor from tourism development benefits.

5.4.10.4 Absence of Coordinated effort

Tourism related micro and small businesses can play a vital role in benefitting poor people provided necessary support systems are ensured such as finance, licensing from the appropriate authority and a proper place for the business operation. Therefore, coordinated efforts by government departments and medium and large private tourism enterprises have provided some opportunities for a limited number of rural poor in one tourist destination where there is a committee named the Beach Management Committee. The committee is comprised of representatives from both the public and private sector tourism organisations and has been trying to arrange a place for small and micro businesses. The committee recognises rural poor have been operating their businesses in disparate ways such as on road sides or by hawking; informal activities like beach bikes, mobile photography and handicrafts. According to the members of the Beach management Committee:

Some poor are benefited by the Beach Management Committee. We have given license to the mobile photographers. Near about two hundred photographers are working in this sea beach. We have created opportunities for Beach Bike Association, Shop Owner's Association and Conch Product Sellers' Association.

(Interview No. 25, Personal Communication, 23/04/2010)

5.4.11 Inadequate Role of Cultural Institutes

The culture of the host destination is considered as one of the most important components for tourism development. Therefore, the role of related tourism organisations in using rural and indigenous culture as a major component to attract tourists is important. Thus, to promote rural and indigenous culture some cultural institutes under the Ministry of Cultural Affairs have been working in Bangladesh. Unfortunately, it appears that the cultural institutes have a limited perception of the role of rural and indigenous culture for tourism development whilst at the same time creating an opportunity to include rural poor and indigenous communities in the tourism development process. The officials of the cultural institutes believe that culture cannot be considered as an income source. They describe the institutes as service providing organisations, but the poor have little possibility to supplement their livelihood after getting training from the institutes. It is unlikely that the country's cultural institutes will contribute directly to the poverty alleviation challenge, although they can play a catalytic role in involving the poor with other tourism-related organisations. According to one research participants:

Our activities do not play direct role for poverty alleviation but we are working for cultural development of this area. As cultural institute is a service providing organisation and it can't create working scope like other organisations do. If someone is able to earn after getting training from us, it is obviously a good thing.

(Interview No. 33, Personal Communication, 26/04/2010)

5.4.12 Prospects for Benefit

5.4.12.1 Government NGO Coordinated Effort

Tourism development can facilitate public service deliveries such as public health, pure drinking water and sanitation facilities for both tourists and host communities. Tourist products mostly depend on the favourable and positive rural environment in

which rural people live. While tourism organisations and the government play different roles in the supply of tourism services, these are considered primarily as essential components of tourism development. In rural areas where tourism-oriented development has taken place, availability of such services is conducive for the poor people living under extreme poverty. However, the country's present infrastructure in terms of public health, pure drinking water and sanitation facilities is considered to be inadequate in rural areas and, thereby, adverse for tourism development. Due to scarce resources it is difficult for the government only to ensure these services to the rural and remote areas of the country. International organisations such as the UNDP, and some NGOs, have been working to facilitate health, water and sanitation sector services with local governments but this extremely limited than the requirements. Still a vast rural area is underdeveloped and rural people are deprived of basic social services such as health, education, water, electricity and sanitation. Local governments have been providing training for poor people to act as health workers. Representatives believe that long-term financial support from international organisations such as the World Bank, the UNDP, the developed donor countries and international NGOs is inevitably needed to extend such facilities in most of the rural areas of the country:

We get health services from the NGOs. They appoint their employees in remote areas. They train people of different remote areas through the health project jointly with the UNDP. Some NGOs are working in sanitation and pure drinking water projects with the government's Public Health Department.

(Interview No. 34, Personal Communication, 26/04/2010)

5.4.12.2 Building Social Capital to Benefit Poor

Social capital is a fundamental resource that helps government, NGOs and international organisations make decisions about the degree to which poor people are mentally ready to move into various development programs. Beyond the economic sphere, social capital is used considerably as a powerful tool to build and prepare the poor people in regional and rural development in many developing countries. Similarly, government, NGOs and international organisations working in Bangladesh have been trying to build social capital, such as trust, among the poor people in rural areas. These organisations have been trying to give institutional shape in the form of village development committees to build up interpersonal networks and associations

among rural-poor communities. Ultimately, this will help create the trust and confidence among poor communities to be important parts of the tourism development process. However, it should be mentioned at the outset that not all regions have come under this project in Bangladesh. As a consequence, still it has not been possible to build social capital among the poor people of rural Bangladesh in most of the regions there is tourism potential. According to one senior executive of UNDP:

We are giving our supports to the poor people through committee. Villagers select a president, secretary, vice-president and members for the committee. We train up the committee members on different subjects such as, how to do financial management. We tell them how to manage the financial matters in micro level. They are trained about conflict resolution, leadership building or any project related thing. We try to increase their trust and self-confidence level first in this way.

(Interview No. 37, Personal Communication, 06/05/2010)

5.4.12.3 Joint Effort by NGOs and the UNDP Benefiting Poor

Rural people do get benefits from infrastructure development that accompanies tourism development. In developing countries, the government, NGOs and international organisations facilitate planning and development of infrastructure facilities. In Bangladesh, rural people's access to the planning and development is practically non-existent. However, in some rural areas, the UNDP has been adopting a different approach for infrastructure development. In effect, some rural people are taking part in planning and decision making regarding the infrastructure development of their areas. In pursuit of more fruitful outcomes, the UNDP is giving direction to development by forming village development committees and providing financial and technical support for fledgling businesses. Where project monitoring is concerned, the UNDP officials and their partner NGOs are ensuring utilisation of their support, an approach that has enabled rural people to contribute decision-making perspectives. Once rural people are empowered in this way they will be able to take part in, and contribute to, tourism development processes. However, such joint effort in the rural areas where there is tourism potential is limited.

Even in rural and remote areas we have formed Village Development Committees. The committees maintain their own bank accounts. We transfer money to the accounts and that is operated by the nominated committee members. They utilise this money according to their submitted plan. Our

partner NGOs monitor and supervise the activities whether the money is utilised properly or not.

(Interview No. 37, Personal Communication, 06/05/2010)

5.4.13 Increased Benefits from Direct Linkages

Establishing linkages between tourism organisations and local sources of food such as farmers, poultry owners, dairy farmers and fishermen is inevitable if benefits to poor people are to be maximized. Intermediaries are considered as a barrier for extending tourism's benefits to the poor people; it is difficult for poor farmers and local food producers to break the strong cohesion of intermediaries in the supply chain system of the tourism industry and establish direct personal links with tourism organisations. However, it is evident that rural poor farmers and fishermen can benefit from tourism development in absence of intermediaries. Famous for dead coral island in the Bay of Bengal, one tourist destination is in a remote area where the presence of intermediaries is far less than in other tourist places in the country. In the peak season, local farmers and fishermen can sell fish in an increased price to restaurants and hotel owners. Dried sea fish from this area are very famous; rural fishermen dry fish in the off-peak season and sell those directly to tourists which ensure increased benefits to rural farmers and fishermen. According to one tour operator:

In tourist season price of sea fish become four to five times higher than the normal time. Fishermen can sell directly to the hotel and restaurant owners. Dried sea fish of this island is very popular to the tourists. Fishermen dry fish in the summer and sell that to the tourists in the winter. A small dry fish market has been established here. Tourists buy dry sea fish from this market.

(Interview No. 39, Personal Communication, 22/05/2010)

Where NGOs are working, the dominance of intermediaries is reduced also. Some NGOs in the rural areas are supporting poor people by providing training and micro credit for handicrafts items. NGOs are giving training particularly on the design and style of craft items. The NGOs purchasing handicrafts from people and sell them in their own outlets in capital city. Some NGOs export the handicrafts in Japan, Australia and European countries. This strategy has reduced the dominance of intermediaries and rural poor people benefit in this way. However, such benefit is

limited to a few areas and, hence, most handicrafts producers are deprived of the benefits of tourism. According to one of the NGO executive:

We are trying to support the people of this area. There are no intermediaries in between us and the producers. We collect handicrafts directly from the producers. As we are the members of fair trade, minimum wage of the craft persons is ensured

(Interview No. 38, Personal Communication, 22/05/2010)

Despite the fact that a few NGOs have been facilitating economic inclusion of the rural poor and indigenous communities, the cultural exclusion is accelerated. The NGOs are giving training on design of the craft items and this has caused cultural exclusion as rural poor and indigenous communities are going to forget their traditional artefacts.

5.4.13.1 Handicrafts as Income Source

Poor craft persons from the rural and remote areas also benefited from the government organisation; the Bangladesh Folk Arts and Crafts Foundation. This organisation has established a craft village inside the Foundation complex. In the complex, about one hundred craft persons from different parts of the country have been given premises in which to live and produce their crafts. The craft village is developed in accordance with the original village concept of rural Bangladesh. Introducing the country's rural handicraft culture to tourists whilst also benefitting the rural poor craft persons are major goals accomplished by the Foundation. Craft persons from nearby villages are also allowed to sell their items inside the Foundation complex. Thus, rural poor craft persons and craft persons from different regions of the country are getting benefits from the government initiatives. However, the foundation authority acknowledges that it is difficult for the government to promote all the country's handicrafts and craft persons. The authority also admits that centralizing the country's craft persons in the same place is very difficult in terms of scope and opportunity. According to one of the senior executives of the Foundation:

We don't have enough scope for them otherwise; we would have been able to accommodate all of them. Government can't do this alone. It is difficult to bring all the craft persons in a same place.

(Interview No. 04, Personal Communication, 19/02/2010)

5.4.13.2 Host Culture to Supplement Income

Involvement in tourism can supplement other incomes and expand the livelihood of rural poor people. The host culture is one of the attractions for the tourists and rural people have the opportunity to use their colourful cultural demonstrations and supplement their daily income. However, in Bangladesh using rural culture as a tourist product is not considered in the rural areas. Most rural people's original occupation is agriculture. In the tourist season they can perform their cultural activities and can supplement their other income. Tourist organisations in these areas need to consider the time and effort they will give for cultural performances and confirm their remuneration rate so as to attract rural people, motivate performers and encourage them to perform again. However, tourist organisations and the government cultural department do not co-operate each other to involve the rural poor in cultural activities to supplement their income. According to one executive of the government cultural organisation:

Our training is in free of cost. When they perform, we try to help them financially. The financial help depends on the amount of budget we get every year from the government. Most of them are daily labours. We have to bear this in our mind. At the time of programme they need to come twice in a day, morning and evening, for rehearsal. Certainly, they don't get payment in those days from their usual jobs. We have to consider this and compensate them accordingly. It was possible to help them more provided other organisations would come forward also.

(Interview No. 32, Personal Communication, 24/04/2010)

5.4.13.3 Using Labour Market

Economic inclusion in terms of employment and self-employment opportunities in both the formal and informal sectors is widespread in the rural places where tourism development occurs. Hotels, motels, restaurants, transportations and banks are considered as part of the formal sector where educational qualification and experience are regarded as prerequisites. Alternatively, the informal sector refers to those activities such as hawking watches, sunglasses, tea, tobacco, chips, biscuits, fruits and many other items, unofficial tour guide, mobile photographer, selling postcards and a variety of other occupations. Multiple employment opportunities are also a common practice in many tourist places. Rural people may be engaged in farming for a particular time period of the year and produce crafts and sell them in

the tourist season. Rural poor people have opportunities to get benefits from tourism development in the form of involving themselves in the informal sector and being provided financial and other support extended by NGOs, government or tourism-related organisations.

In Bangladesh poverty is everywhere. In those rural places where there is tourism potential there is a possibility of utilising rural manpower both in formal and informal tourist activities. Tourism organisations realise that benefits from tourists can be extended to the rural poor people provided necessary supports are ensured. Financial support for the poor people is most suggested. Simultaneously, other support such as a particular place for them to operate business, trade licenses from the local municipalities and power supply in their small shops are worth mentioning. Local transport such as humans hauling tricycles or driving vans is another important sector that can generate employment for the rural poor.

It is possible to create employment through small business. A facility such as micro finance is necessary for small and micro businesses. If we can make these things available, it would be beneficial for them.

(Interview No. 31, Personal Communication, 24/04/2010)

5.4.13.4 Traditional Culture as Income Source

The host culture is always a matter of interest for the tourists. If properly planned and managed, host culture can stimulate interest of the rural people and hence fostering their access to material benefits induced from tourism development. However, the cultural institutes along with the tourism organisations have failed to augment the rural culture as an attractive tourist component in Bangladesh. The cultural institutes enrol many students and provide them training on singing, dancing, news reading, mime, drawing and folk arts. As representatives of the host culture, these students might have the opportunity to be involved with the tourism-related other organisations. Programs on rural culture with the participation of these students can be arranged for the tourists by the hotels, motels, cottages and guest houses. This can be a source of income generation for them. According to one of the participants:

Artists have become established after getting training from us. There is a radio centre in Bandarban. Some of them have become news readers, singers or artists but the numbers are very few. This is impossible for the government alone to support them.

(Interview No. 33, Personal Communication, 26/04/2010)

5.4.14 Small Business Opportunity for Rural poor

Small and micro tourism related businesses are an important feature of the country and recognised in terms of economic development, particularly, for rural poverty alleviation. If properly planned and managed small and micro tourism businesses can be considered as means of economic inclusion for the rural poor in Bangladesh. If rural poor people are supported financially they can benefit from involvement in small and micro tourism business as the non-financial pitfalls are comparatively low. In Bangladesh, some NGOs have extended micro finance support to people living in rural areas of hill districts in the south-western region. Due to the natural beauty and indigenous culture, these places have potential for tourism development. At one time, rural people had to go to markets of the sub-district levels to buy their necessary items. They had to spend whole day for this purpose and usually came once in a month for shopping. NGOs have extended their micro finance projects in the rural areas and provided financial support so the rural people now have opened small and micro businesses in their areas. Rural people need not go to a sub-district level for their daily necessities and the financial support has helped increase their self-confidence.

Once there was only one big market and people had to come from different remote areas, such as- Thanchi, Alikodom, Naikhangchori and Lasha to this market. As road communication was bad, people used to come here once in a month. Now with our financial support small markets are established in those areas. With our financial support they are becoming self-dependent.

(Interview No. 36, Personal Communication, 28/04/2010)

However, this kind of support has not been introduced in other rural areas of the country where there is tourism potential. Due to underdeveloped infrastructure many rural poor are geographically detached from the urban towns and thus economically excluded from tourism development benefits.

5.4.15 New Industry and Employment Opportunity

Informal businesses can be of great importance to unlocking opportunities for the poor people and expanding benefits for them. Informal micro businesses such as flowers and mineral water are comparatively new in Bangladesh. In the tourist areas there is demand for flowers and mineral water. Accommodation-based tourism

organisations have demand for flowers to be used in rooms every day and tourists prefer to use mineral water for drinking. Tourism-related organisations believe that, based on these two businesses, there is opportunities to include rural poor people in tourist destinations, even in the tour guide profession. All these opportunities benefit the rural poor. According to one of the participants:

Even the flower industry has prospect for tourism. We didn't have mineral water industry before. These industries are developing based on tourism. Many poor people are hawking flower and mineral water in the sea beaches. Farmers have become interested in nursery. Guiding is almost recognised now.

(Interview No. 40, Personal Communication, 23/05/2010)

5.4.16 Improved Living Standard

Rural people view tourism as an opportunity to improve their livelihood condition because it has a wide range of impacts on the livelihoods of poor people provided they have direct involvement in it. The living standard is a key factor to understanding the economic condition of people, so when enhancing benefits for the poor from tourism development, it is necessary to focus on, understand and compare their economic and social condition before and during tourism development in their area. Assessing impacts on poor people's livelihoods from tourism development is not evident in Bangladesh. However, rural people and private tourism related organisations do perceive that poor families in the area do not enjoy tourism's benefits.

It can't be said that their fate is improved totally, but I think they have improved 50percent than before. To see the improvement we must go to villages. In recent past most village houses were bamboo made, but now concrete and iron sheets are used. This was not possible unless they would become solvent economically.

(Interview No. 36, Personal Communication, 28/04/2010)

5.5 Organisations with Key Roles for Tourism Development and rural Extreme Poverty Alleviation

In Bangladesh the existence of The NTO, Private Tourism Organisations, Government Departments, Local, National and International NGOs are common. International Organisations such as UNDP, Asian Development Bank (ADB), NGOs, the United Nations Educational, Scientific and Cultural Organization (UNESCO),

UNWTO also have been providing support in terms of infrastructure development, technical cooperation and financial matters in some areas. In addition, elected representatives, community leaders and media have substantial role in tourism development and rural extreme poverty alleviation (see Figure 5.5).

5.5.1 Role of NTO in Exploring New Tourism Destination

Exploring new tourism destinations in Bangladesh is not done properly by the NTO. The Southern-Eastern region of the country has a natural beauty with hills, streams and forests, and many indigenous communities inhabit in the region. Despite the fact that NTO has established three motels in three hill districts in the region, research participants feel that NTO should have undertaken any project related to tourism infrastructure development in the area. As NTO is not working jointly with the government departments working for infrastructure development, the role of NTO for tourism development and rural poverty alleviation of this region is questioned.

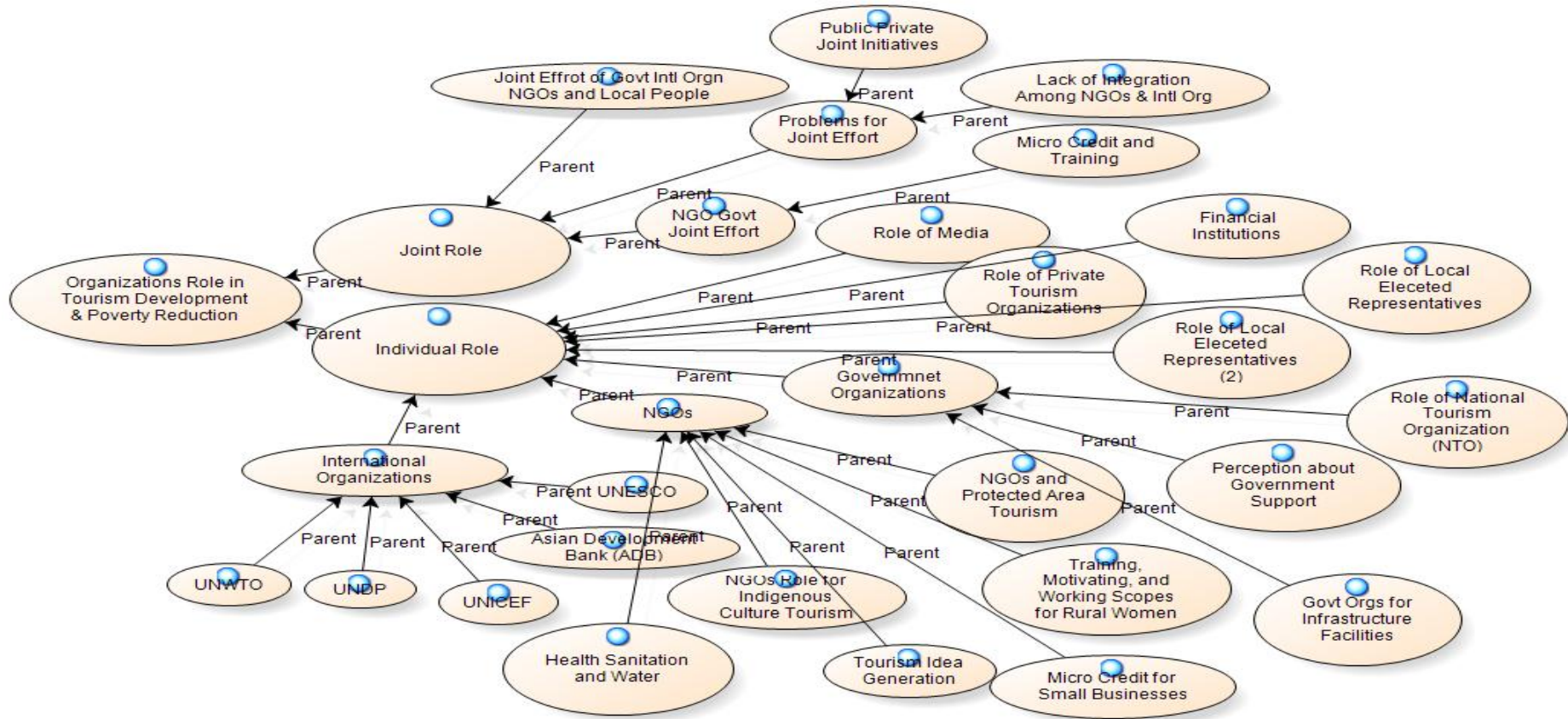
Bandarban can be one of the best tourism places in Bangladesh. This area is famous for natural attractions. Hills, streams, local food, handicrafts and lifestyle of indigenous people are exclusive here. You will not find all these attractions in a same place anywhere in Bangladesh. Unfortunately, our NTO has been doing nothing for tourism development of this area except two or three motels.

(Interview No. 38, Personal Communication, 22/05/2010)

5.5.2 Role of NTO for Nature-based Ecotourism Development

The North-Eastern region of the country also has tourism potential. It is surrounded by national parks, wetlands and tea gardens, and many indigenous communities inhabit in and around the national parks. All these advantages provide an opportunity for tourism development in the region. Despite having potential for nature-based ecotourism in this region, NTO has almost no involvement with tourism development. Forests in the region are maintained by the rural people,

Figure 5.5: Organisations' Roles for Tourism Development and Rural Extreme Poverty Alleviation



along with NGOs and the projects of the Forest Department. In the management committees of the national forests there is no participation by NTO. NTO has not undertaken any project to promote the region as a tourism destination. Neither NTO nor the Ministry of Tourism has undertaken any project conducive to tourism development and poverty alleviation in the region.

There are tea gardens, forests and indigenous communities in this area. Tourists would like to visit this place. We are not getting any support from NTO. Parks are operated and maintained by the rural people and NGOs. We haven't received any fund from government source. If NTO could promote this area, it would be more acceptable to the tourists.

(Interview No. 23, Personal Communication, 05/04/2010)

5.5.3 Role of the Archaeological Department

The Archaeological Department of Bangladesh can play a significant role in developing tourist destinations in many areas of rural Bangladesh. Most heritage sites are situated in rural and remote areas in Bangladesh, under the custodianship of the Archaeological Department of the Cultural Affairs Ministry. Due to scarce expert manpower in conservation activities, the Archaeological Department is unable to maintain most of the invaluable heritage sites in the country and many of them are at the edge of destruction due to inadequate maintenance. The Archaeological Department has not taken any initiative to maintain these sites properly in compliance with the NTO. NTO has not even tried to take these heritage sites under their custodianship for maintenance and, hence, developing tourism in those places.

There are some heritage sites surrounding this museum complex. There is an ancient city named 'Panam'¹¹. This is under the Department of Archaeology. This city has a history of 400 to 500 years old. Maintenance of this ancient city is not good. I think government and the Archaeological Department must be more careful about this matter because this is our origin. We cannot deny our history and tradition. These things must be preserved properly.

(Interview No. 04, Personal Communication, 19/02/2010)

¹¹ Ancient capital of Bengal

5.5.4 Role of Private Tourism Organisations

The role of private tourism organisations is assisting the poor people in rural areas in Bangladesh is not worth mentioning. Doing business is the main objective of the private tourism organisations, with entrepreneurs investing in the hotel, restaurant, motel and transport sectors. However, they are very reluctant to promoting potential tourism places in rural areas. Once a place becomes attractive to tourists, private tourism organisations become active in investing tourism-related businesses. However, when they invest in tourism organisations, employment opportunities are created and helping the rural poor is not considered as important as the main agenda of earning money. As employment opportunities are created when private tourism entrepreneurs invest in tourism-related businesses, inclusion of rural poor should be considered by the private tourism organisations in order to contribute to the rural poverty alleviation.

Private organisations are not doing anything directly for the poor. They are introducing buses, cars and taking the tourists from one place to another. Actually, they are business people. Their main aim is to earn money.

(Interview No. 01, Personal Communication, 04/01/2010)

5.5.5 Role of NTO for Training Tour Guides

NGOs and the Forest Department confronted a serious problem when introducing ecotourism in the national parks of the country. The Nishorgo Support Project of the Forest Department realised that working opportunity for young people in and around the forest can be created in terms of tour guides; these needed training to be provided for interested young people in the nearby areas. However, it was difficult for project organisers to find trainers to present tour guiding. Research participants indicated that even NTO lacked experts. The project officials collected materials from the internet, studied the contents and gathered knowledge regarding the tour guiding profession and after that, officers arranged a short-term training programme. Poor people of rural areas can be economically benefitted provided the opportunities for tourism-related jobs are explored and simultaneously, the rural poor are trained and educated for those jobs. This can restrict exclusion of rural poor from tourism development benefits in rural Bangladesh.

When we undertook tour guide training project, we tried our level best to find experts. At that time we didn't find any resource person in this field. Even in our NTO, there was no expert in ecotourism. After exploring a wide range of literature from web sites we organised that training.

(Interview No. 42, Personal Communication, 06/06/2010)

5.5.6 Role of NTO and Government Organisation for Awareness Building

According to the participants, the lack of a tourist-friendly attitude among tourism-related organisations is common in Bangladesh. Government agencies, rural community, tourism organisations and community leaders are not aggressively conscious of potential uses of the natural resources of rural areas for tourists in Bangladesh; nor is there a general awareness of potentially terrible consequences of natural resource destruction. Over-extraction of natural resources can spur rapid destruction of potential tourist destinations in rural Bangladesh. Neither government organisations nor NTO plays any responsible role in promoting awareness of tourism-related organisations and/or users of the natural resources regarding critical consequences of natural resource destruction. As a consequences of the destruction of natural resources, the economic and social exclusion of rural people can be accelerated and hence rural poor and indigenous communities can remain stuck under extreme poverty.

We need to develop tourist friendly mentality among the government agencies, rural community, community leaders and the users of the forest resources. I think this is a matter of changing attitude. Tourists also need to show a responsible behaviour. NTO should play key role for developing this awareness.

(Interview No. 48, Personal Communication, 11/07/2010)

5.5.7 Infrastructure Development by the Government Departments

According to research participants, government departments such as Bangladesh Tele Communication Regulatory Service, Public Works Department, Roads and Highway Department, Power Development Board and the Water Development Board largely work independently. Funds are allocated to the departments separately by the Ministry of Finance every year for infrastructure development and the organisations work separately according to the budget allocated to them. It is rare for any one department to communicate with another department before undertaking any development project. Moreover, there is no communication between the private

organisations, NTO and government organisations. The end result is a serious coordination problem among government departments.

Government organisations do not work together with the private organisations or NTO. Bangladesh Tele Communication Regulatory Service, Public Works Department, Roads and Highway Department, Power Development Board and Water Development Board work here separately.

(Interview No. 29, Personal Communication, 24/04/2010)

5.5.8 Rural People's Perception about Government Organisations

Most research participants held very negative impressions about the government organisation's role in tourism development. In rural areas, people expect financial cooperation from the government's bank and organisations. They expect small and micro credit for investing in small and micro enterprises. Non-financial assistance in terms of training and licensing from the local municipalities for operating small and micro business are also expected. Research participants feel that government organisations can arrange training programs on tour guiding, driving, weaving and handicrafts for the rural young people. People in rural areas hardly get access to the government organisations for assistance in resolving their problems. People feel more comfortable in communicating with NGOs than with government organisations. As most government offices are situated at the sub-district level, it is not possible generally for rural poor people and indigenous communities to go to the government offices and tell about their problems:

I haven't found any government office working here. All the government offices are far away from us. If we would get finance from the government banks, it would be better.

(Interview No. 10, Personal Communication, 08/03/2010)

If we face any problem or need help, we communicate with the Nishorgo Project office. We don't go to the government offices. Government officials also don't come to us. Only the people of Nishorgo project communicate us.

(Interview No. 20, Personal Communication, 27/03/2010)

5.5.9 Role of Government Organisation for Education

According to research participants, the government's role in developing education facilities in indigenous inhabited areas is quite inadequate. The Government Education Department has some preconditions to establishing a primary school in

any area and that is having at least two hundred primary school children attending from the area. Usually, indigenous inhabited areas are not densely populated and the numbers of primary school children never reach the required two hundred in rural and remote areas. Government primary schools are not established in those areas and parents are forced to send their children to primary schools far away from their localities. As it is not possible for parents to leave their livelihoods to take their children to school every day, most children in those areas remain uneducated. As a result, the members of indigenous communities remain uneducated. This causes social and economic exclusion of the indigenous community members and hence remains trapped under extreme poverty.

There is no primary school in our area. Whenever any meeting is called by the government offices, we request them for establishing a primary school here. They ask about our population. We are few in numbers. They say that to establish a government primary school it requires 200 to 250 students. Does it mean that we don't need education as we belong to an ethnic minority group? This is injustice to us.

(Interview No. 14, Personal Communication, 20/03/2010)

5.5.10 Role of Government Banks for Micro Credit in Tourism as a Priority Sector

According to research participants, NGOs have been providing micro credit for small and micro enterprises to the rural poor. However, NGOs do not consider tourism-related micro enterprises as a priority sector, particularly in the rural tourism areas. Also, government scheduled banks do not extend micro credit to the rural poor and indigenous communities for tourism-related micro enterprises. The Central Bank of the country is also reluctant to encourage government, as well as commercial banks to extend micro credit to rural poor people in the tourism sector.

In Cox's Bazar NGOs are giving micro credits for micro and small enterprises. Bangladesh Bank should undertake a project to give loans in small and micro enterprise sectors. In tourism there are many micro enterprises in this area. Bangladesh Bank should encourage other commercial banks to play a role in this regard.

(Interview No. 30, Personal Communication, 24/04/2010)

5.5.11 Role of International Organisations

5.5.11.1 UNDP

Social exclusion of rural poor and indigenous communities in the hill district of Bandarban is evident. Inadequate infrastructure in terms of health, education, drinking water and sanitation facilities is common. Despite the fact that the indigenous people have the opportunities to be benefitted by selling their agricultural products to the market, support in agriculture in terms of seeds, fertiliser and irrigation is least. However, international aid agency UNDP jointly with the local administration has been supporting projects in order to develop infrastructure. The projects are related to health, education and agriculture. Education and health facilities are not adequate in this district. People are affected with diseases such as malaria, diarrhoea and cholera and scarcity of pure drinking water is one of the major causes of such epidemics. As the districts are affected overwhelmingly by mosquitoes due to surrounding hills and forests, malaria is another common disease here. Tourists also confront such diseases while visiting the region.

Moreover, people in these areas are typical of inhabitants in remote areas. The number of schools is inadequate for the numbers of children and, as schools are situated in the sub-district levels, children are unable to continue education uninterruptedly. In absence of proper road communication with the sub-district towns, remote area people become geographically or physically excluded from the urban areas in the rainy season. The traditional agriculture of the rural people is the major cause for forest destruction of these areas. As this region is surrounded by hills, people need to struggle for agricultural land. They burn hill forest in order to obtain land for cultivation and after cultivating one crop land is abandoned and no crop is cultivated for the next few years. This traditional agriculture is considered as one of the major causes for environmental degradation of the areas. As a consequence, the potential for nature-based ecotourism is destroyed.

UNDP has been arranging training for the farmers in order to change their traditional cultivation process so that crops can be cultivated in every season on the same land. Furthermore, UNDP have been trying to make the rural people aware of the negative consequence of forest destruction. These projects have been undertaken with the rural administration.

UNDP is working jointly with us in health and education sectors. District Council is planning to develop the agriculture of hill areas also. An agricultural project is undertaken with the UNDP. For this, we have signed a new agreement with the UNDP. That means District Council and UNDP are working jointly for the implementation of these projects.

(Interview No. 34, Personal Communication, 26/04/2010)

UNDP has arranged training for short tenure on craft items for the rural people. Most of the rural people do not know about the prospects of their craftwork. Along with UNDP, a few local and international NGOs are motivating rural people to be involved in craft production. The NGOs are collecting crafts from the rural people and selling them in national and international markets. According to research participants, due to limited resources, NGOs are unable to conduct training for a longer tenure and for the mass people in those areas. Thus, NGOs expect that international organisations like UNDP can contribute more in terms of long term training and financial facilities. Rural craft persons need money to collect raw materials along with necessary training to improving the quality of crafts. UNDP doesn't explore the market for craft items but NGOs explore markets for the craft items in abroad.

UNDP arranges short term training programs such as for one week only. This is not effective. We have a plan to arrange long term training programme again. We cannot do it alone. We need finance and technical support. If UNDP comes and helps us, we can arrange this on a large scale. We can create more skilled manpower in this sector.

(Interview No. 38, Personal Communication, 22/05/2010)

Despite the fact that the UNDP and local NGOs have been working in this study site, this is difficult for these organisations to develop tourism and include the rural poor and indigenous communities in the process unless and until NTO and private tourism organisations work together with these organisations.

5.5.11.2 UNWTO

According to research participants, Bangladesh has failed to utilise the United Nations World Tourism Organisation (UNWTO) support for tourism development. The UNWTO assisted in formulating the country's tourism policy in 1992 but the NTO has not been able to implement that yet. Moreover, Bangladesh has not utilised the UNWTO's expertise in promoting the country's tourism sector.

Bangladesh has least involvement with the UNWTO. The UNWTO has assisted us in formulating our short term tourism policy but we haven't implemented that. Till now Bangladesh is unknown to many foreign countries. We could have utilised UNWTO's expertise in developing our tourism sector.

(Interview No. 03, Personal Communication, 04/02/2010)

5.5.11.3 ADB

People in the hill districts of the country are yet to enjoy a power supply, which causes a barrier to tourism development as well as development of small industries. The Asian Development Bank has been financing in the power sector in those hill district jointly with the government. Inadequate power supply is a problem in rural Bangladesh. As a consequence, rural agri-based industries have not developed. In Bangladesh drinks are imported from the foreign countries for the tourists. However, there is potential for developing agri-based industries as raw materials of drinks such as fruits are available in rural areas. This can create employment opportunities for the rural poor.

Most of our areas haven't power supply facility. Asian Development Bank (ADB) has come forward to help us. ADB has been working for power supply in this area.

(Interview No. 34, Personal Communication, 26/04/2010)

5.5.11.4 The United Nations Children's Fund

The role of the United Nations Children's Fund (UNICEF) in education and health in some rural areas is of immense importance. Under the Integrated Community Development Project, UNICEF has been operating three residential schools in areas of Bangladesh. Students can stay in these schools while their parents go to farmland for longer periods of time for cultivation. This helps the students continue their education. At the time of traditional agriculture, parents in these areas go to the hills and stay over there for a longer period of time. They have been contributing in the health sector also. However, the operation of UNICEF in terms of education facilities in rural and indigenous inhabited areas is very limited.

UNICEF's activities are very limited here. UNICEF operated an office here but they have shifted that. Now they operate their activities from Rangamati. UNICEF's project named ICDP (Integrated Community Development

Programme) is implemented through Board of Development and Health Department. They operate three or four residential schools also.

(Interview No. 33, Personal Communication, 26/04/2010)

5.5.12 Role of NGOs

5.5.12.1 Health, Sanitation and Drinking Water

According to research participants, NGOs have been playing a significant role in rural Bangladesh in the health, education, drinking water and sanitation sectors. People in the rural areas were not conscious of the necessity for pure drinking water and a hygienic sanitation system. Due to the limited number of schools, children were deprived of a basic education. As the government was not able to extend health services in remote areas, people also did not get health facilities such as the government-conducted immunization programs in sub-district and district towns. As a result children of remote rural areas were not under the government immunization programme, although NGOs have been extending children immunization projects in the hill districts. Moreover, rural people were not aware of some diseases such as cholera and diarrhoea. They were not conscious of the value of pure drinking water. NGOs have been trying hard to make the rural people aware of health, sanitation and pure drinking water. However, the support of NGOs in these sectors is not adequate. As NGOs need to depend on the donor agencies, they are unable to continue their projects for longer period.

They have been working in health, education, sanitation and drinking water sectors. Among these success in health sector is substantial. I have observed that twenty years before people of this area didn't know too much about how to prevent malaria and diarrhoea. Now they are conscious about these diseases. They know how to purify water now.

(Interview No. 36, Personal Communication, 28/04/2010)

NGOs are working for the development of this area but their projects are not for long term. They open schools for three years only. After three years what will happen to the students of that school? I am not neglecting the role of NGOs but I am anxious about the future children of this area.

(Interview No. 33, Personal Communication, 26/04/2010)

5.5.12.2 Micro Credit

According to research participants, finance is one of the crucial problems for rural

poor wanting to start up a micro business. Government scheduled banks are reluctant to extend micro credit programme for the rural poor. One government organisation, Bangladesh Cooperative Society, has been extending micro credit to the rural poor but this is extremely limited in scope. Due to official formalities rural people do not feel free to go to government banks and offices for credit. Under these circumstances, NGOs have been trying to extend micro credit facilities to the rural people of Bangladesh so that they can stay in remote rural areas. Despite their higher interest rate and rigid loan adjustment instalments, poor people in rural Bangladesh think that NGOs are their financial shelter. Where NGOs are not available, rural people sell their fixed assets such as land to manage capital in order to start up micro businesses. Those live under extreme poverty are excluded from economic benefits in terms of self-employment opportunities as they cannot avail the interest rate and instalment condition of the NGOs. Under these circumstances, micro credit from the NGOs would be of immense importance for the rural poor living under extreme poverty to start micro or small businesses.

Some people arrange money selling their land. Some people invest jointly in small businesses. Obviously they need micro credit. NGOs can solve this problem.

(Interview No. 39, Personal Communication, 22/05/2010)

The most important issue is capital. Poor people haven't minimum capital to invest in any business. They don't have access to the banks to get loan very easily as they don't have anything for collateral security. Only NGOs can solve this problem.

(Interview No. 25, Personal Communication, 23/04/2010)

5.5.12.3 Training

According to research participants, some local NGOs have provided training for rural men and women in poultry, nursery, dairy, fisheries and handicrafts before giving micro credit. NGOs usually form small groups in rural areas to provide training for short tenure such as one week. Although such training programs increase the confidence level of the rural people in operating micro businesses, it is not adequate to prepare them fully to operate business. Research participants also reported that many rural poor people serve in small restaurants, hotels and transport sectors without having any prior training. NGOs do not arrange training programs that are directly tourism-related. Due to a lack of funds and manpower, NGOs are not capable of pursuing long-term and various tourism-related training courses. Training

in operating business is essential for the rural poor in order to make the micro credit programme effective. In this regard, the coordinated effort of NGOs, government organisations and international aid agencies is necessary.

Our country is poor and government has limitations. Government cannot do everything for the poor alone. Even NGOs can't do everything. International organisations, aid agencies and government will have to provide support for training. Otherwise, micro credit programme will not be effective.

(Interview No. 29, Personal Communication, 24/04/2010)

NGOs are interested to provide training in poultry, dairy, nursery and fisheries. Some other training can also be arranged such as driving, guiding, hotel jobs, chef, restaurant attendant and small businesses. NGOs will have to think about such training. This can enhance job opportunities for the rural poor people.

(Interview No. 31, Personal Communication, 24/04/2010)

5.5.12.4 Human and Social Capital

Evidence from the interviews suggests that the young generation in rural areas are going to forget producing their traditional handicrafts and weaving. As a consequence, economic and cultural exclusion of the rural poor and indigenous communities are occurring. NGOs have a significant role in restricting the rural poor and indigenous people from such exclusions. A few NGOs have been trying to facilitate training to the young generation in some regions to help regain the confidence of the new generation in producing craft items. Also, this helps revive rural tradition to a great extent and, hence, contributes in tourism development and poverty alleviation.

We observed that a participant had been crying as she had forgotten traditional weaving. She was ashamed that without contributing anything she had been taking meals and allowances. Our trainer handled the situation with great care. Within a few days the girl started weaving. She was able to remember her traditional weaving gradually and at one stage was able to weave in full swing.

(Interview No. 38, Personal Communication, 22/05/2010)

Predominantly, rural people in Bangladesh are dependent on agriculture. Most research participants agree that rural people are scared about switching over to a new profession. They lack confidence in undertaking any profession that is new to them. Rural people believe that they are not eligible to get a loan from any organisation.

Moreover, they are very reluctant to create business relations with organisations because they cannot trust that other organisations will be willing to establish relations with them as well. According to research participants, to rural people NGOs are more acceptable than any government organisation. NGOs have access in rural areas and can create trust, confidence and reciprocity between rural people and tourism-related organisations.

NGO can help produce handicrafts. They can also help create business relation with other organisations. NGOs can make the rural people understand that they should sell their products to the market.

(Interview No. 41, Personal Communication, 24/05/2010)

People of this area have lack of knowledge about tourism. They don't have trust that any organisation will help them without any interest. They only trust their nearest relatives and to some extent the neighbours. NGOs will be more suitable than the government organisations, because their acceptance to the rural people is more than that of government organisations.

(Interview No. 13, Personal Communication, 19/03/2010)

5.5.13 Role of Media

According to research participants, the media can play a key role in tourism development in rural areas. Tourists have come to know about the national forests, wildlife and eco cottages of rural Bangladesh through national and international media. Articles on Seven Layer Tea¹² have been published in many national and international newspapers. Documentaries on the attractions have been telecast in home and abroad; in travellers' guides such as Bradt and Lonely Planet. Tourists, both domestic and international, are informed about these rural attractions of Bangladesh by dint of the media.

There is a tea stall here where you can get a ten-colour tea with ten different tastes in a same glass. When this was invented first, several national and international newspapers and electronic media covered the news. Getting this news, many tourists come here to take this tea.

(Interview No. 17, Personal Communication, 23/03/2010)

Now people get information of my tea from internet. It is included in the tourists' guide book as well. A group of journalists came here from London. They helped me to get my shop's name included in the tourists' guide book.

¹² Tea with seven different colours and seven different tests in a same glass

They show the entire map in the internet. Now many foreign tourists come here to see my teas stall and take tea.

(Interview No. 18, Personal Communication, 25/03/2010)

However, research participants realise that other tourism-related organisations such as private tour operators, government and local media people should also undertake necessary steps in promoting the rural attractions of Bangladesh.

In fact, people don't know much about our eco cottages and eco tour guides. We inform the tourists about eco tour guides when they come here. It would be more effective if private tour operators and newspapers could tell about us to the tourists.

(Interview No. 12, Personal Communication, 10/03/2010)

5.5.14 Role of Rural Elected Representatives and Political Leaders

Research participants suggested that involvement of local elected representatives is necessary for tourism development of rural areas in Bangladesh. Elected representatives have control of rural people. Local representatives have a responsibility to assist rural people better understand about the prospects of tourism. According to the research participants, rural people are completely unaware of tourism and its possible impact on poverty alleviation problem. Research participants believe that rural tourism development should occur under the leadership of rural representatives; though they reported that the present role of the leaders for tourism development in rural areas is not adequate enough.

Tourist places can be explored in sub-district involving elected members. As elected members have influence on rural people, tourism plans should be implemented by the leadership of elected members.

(Interview No. 03, Personal Communication, 04/02/2010)

The political leaders have roles to play also. They are our society's role model but they are not contributing effectively in our tourism sector. Political leaders have influence on the rural people to a great extent. If political leaders want to develop a certain area, they can do that.

(Interview No. 30, Personal Communication, 24/04/2010)

5.5.15 Role of Private Tourism Organisations

In Bangladesh private entrepreneurs have opportunities to invest in transportation, hotel, restaurant, cottage and motel industries, provided there is the necessary

infrastructure. According to the research participants, tourism entrepreneurs are not interested in investing in the tourism sector in rural areas due to inadequate transportation and communication facilities. Rural farmers are not getting a proper price for their produce due to lack of hotels and restaurants in many areas. Moreover, poor people are less likely to benefit as a poverty alleviation agenda is not considered by most private tourism organisations.

Something can happen provided the private sector plays a role. Private organisations can invest mainly in hotel and transportation sector. If communication system is developed, businessmen will be interested to invest; even poor people who can't get the appropriate price of their products will be benefitted.

(Interview No. 35, Personal Communication, 28/04/2010)

5.5.16 Government NGO Joint Training Programme

Private tourism organisations such as hotels, restaurants and transport owners need skilled and semi-skilled manpower. These organisations feel that employees with related tourism and hospitality training are needed. However, these organisations believe that it not their responsibility to train people. They also realise that their financial condition does not permit the conducting of such training programs. On the other hand, neither government organisations nor NGOs conduct any tourism-related training programs to develop skilled manpower in this sector.

We are trying to generate employment opportunities. Workers have only practical knowledge that is not sufficient. They need theoretical knowledge also. Our organisation is not big enough to provide such training. International organisations, NGOs and government can arrange such training.

(Interview No. 39, Personal Communication, 22/05/2010)

5.5.17 Government, NGOs and International Organisations

Research participants noted that the combined role of government department, NGOs and international organisations has a crucial role for biodiversity conservation of the wetlands of Bangladesh and hence development of nature-based ecotourism. The Directorate of Forest and Environment under the Ministry of Environment and Forestry has undertaken the Coastal and Wetland Biodiversity Management Project (CWBMP) in the coastal regions and wetlands. Global Environment Facility (GEF) has given financial cooperation and UNDP has been extending technical cooperation

in this projects. Local NGOs are functioning as implementing partner of such project. The project is working mainly for the biodiversity conservation of the coastal areas and the wetlands of Bangladesh. Over-extraction of natural resources such as fishing, logging and hunting migratory birds has made the wetlands and coastal areas of the country critically endangered areas in terms of environment. Under the project different awareness programs have been undertaken for the rural community. Plantation programs have also been undertaken. Biodiversity conservation in the coastal and wetland areas is of paramount importance for nature-based ecotourism.

Our Project's name is Coastal and Wetland Biodiversity Management Project (CWBMP). We have been working for nature-based tourism in Bangladesh. This is a milestone in Bangladesh. Global Environment Facility (GEF) is the donor organisation. UNDP is giving technical assistance. This project is mainly in the coastal belt and in the wetlands. With the fund of GEF and with the cooperation of UNDP, the Department of Environment and Forestry implements the activities.

(Interview No. 42, Personal Communication, 06/06/2010)

5.5.18 Integration Problem

According to research participants, organisations working for the rural infrastructure have integration problems with their projects. This is evident where government departments are working for roads and highway but they have no communication with the NTO. Similarly, NGOs are working in some rural areas but neither government departments nor private tourism organisations know what the NGOs are working on. A few government departments' projects are there for biodiversity conservation of the forests, but no other government organisations know much about that. As there is lack of coordination among the organisations, tourism development opportunities are not realised. This, in turn, restricting rural poor and indigenous community's involvement in tourism.

Grameen Bank, CARITAS, IDF and UNDP are working here for poverty alleviation rural development activities. Local government departments are also working for social services. However, it is matter of regret that we don't know much about each one's activities.

(Interview No. 35, Personal Communication, 28/04/2010)

We want recognition from the NTO. We have good relation with the Forest Department and we are recruited by the Nishorgo Project. This is a project of

Bangladesh Forest Department but they don't have any relation with the NTO.

(Interview No. 24, Personal Communication, 06/04/2010)

5.5.19 Joint Initiative Problem

Research participants reported that there is no initiative by the government departments in preserving the country's invaluable heritage sites. Most heritage sites are in rural areas. These are under the management of country's Archaeological Department, though, due to lack of manpower and proper conservation, many precious assets of these sites are either damaged or stolen. Some are leased to the rural people by the government; some are occupied by the rural people in an illegal way. In the absence of proper conservation, the heritage sites in the rural areas are deteriorating and research participants made to feel responsible for not taking proper measures in preserving the country's sites. Nevertheless, neither from the government nor any private organisations are there initiatives to preserve the country's heritage sites that can be used as tourism attraction. In order to preserve the rural heritage sites of Bangladesh, government and private organisations should step forward together.

More than one hundred temples and pagodas are here in this area. It is not possible for the government alone to maintain all those. Private organisations could have contributed for the maintenance. This area is named after 'Captain Cox', a sailor who discovered this island first. Captain Cox was buried here but his grave has not been preserved properly by any organisation.

(Interview No. 32, Personal Communication, 24/04/2010)

5.5.20 Joint Business Operation Due to Land Regulations

In the hill district Bandarban the administrative rules and legislation are different than in other areas of the country. According to research participants, people from other districts cannot purchase land. Only the permanent residents of this district can purchase or exchange lands between them. Consequently, this has restrained entrepreneurs from other districts investing in tourism sectors. Private tourism organisations are not interested due to land disputes in those areas. As a consequence, indigenous communities and poor people of that area are deprived of the opportunities that could be emerged from tourism development. However,

entrepreneurs can invest in tourism sector in partnership with the rural residents or indigenous people. This can benefit both the private entrepreneurs and the rural poor of the area.

Private organisations have opportunity to invest but land is a crucial factor. If anyone from other areas wants to purchase land, he will have to do this jointly with the local people because only the local people have the right to purchase land here not the outsiders.

(Interview No. 37, Personal Communication, 06/05/2010)

5.6 Sole/Joint Programs for Tourism Development/Poverty Alleviation

In the study sites the programs for tourism development and rural poverty alleviation are evident. These programs are undertaken by the stakeholders either jointly or solely (see Figure 5.6). In the following section the programs undertaken for tourism development and rural poverty alleviation are discussed.

5.6.1 Joint programs of UNDP, NGO and Community Leaders

5.6.1.1 Community Involvement Programme

Mostly, UNDP has been working in the southern region of Bangladesh which is indigenous inhabited and comprised of hills and streams. UNDP does not undertake any programme solely. NGOs are implementation partners, involving the community leaders in their programs. In order to help the poor indigenous communities, UNDP determines priority sectors in participation with the community leaders. After they assess the implementation feasibility of the programs, they appoint local and national NGOs to implement the programs.

We are not doing anything individually. We have circles of our indigenous communities. Every circle has its own king¹³, circle chief¹⁴, headman¹⁵ and karbari¹⁶. These are the varying levels of the traditional state structure of the indigenous communities. We are working jointly with the kings, circle chiefs, headmen, and karbaries. The indigenous communities identify their needs and then we implement that jointly.

(Interview No. 37, Personal Communication, 06/05/2010)

¹³ Head of an indigenous community

¹⁴ Head of a vast area comprised with many villages

¹⁵ Head of an area that is comprised with few villages

¹⁶ Head of a village

5.6.1.2 Capacity Development Programs

UNDP helps the indigenous communities indirectly with programs for the capacity building of local government departments; health, sanitation, education, family planning, agriculture, telecommunication, roads and highway departments. These departments work for the socio-economic development of the poor indigenous community of the region. Due to inadequate resources the departments are unable to extend benefits that are required by the indigenous communities, so UNDP helps these departments strengthen their capacity in implementing their projects. Departments get technical as well as financial support from the UNDP. This indicates that due to inadequate support of the local government departments poor indigenous communities are deprived of the government social services.

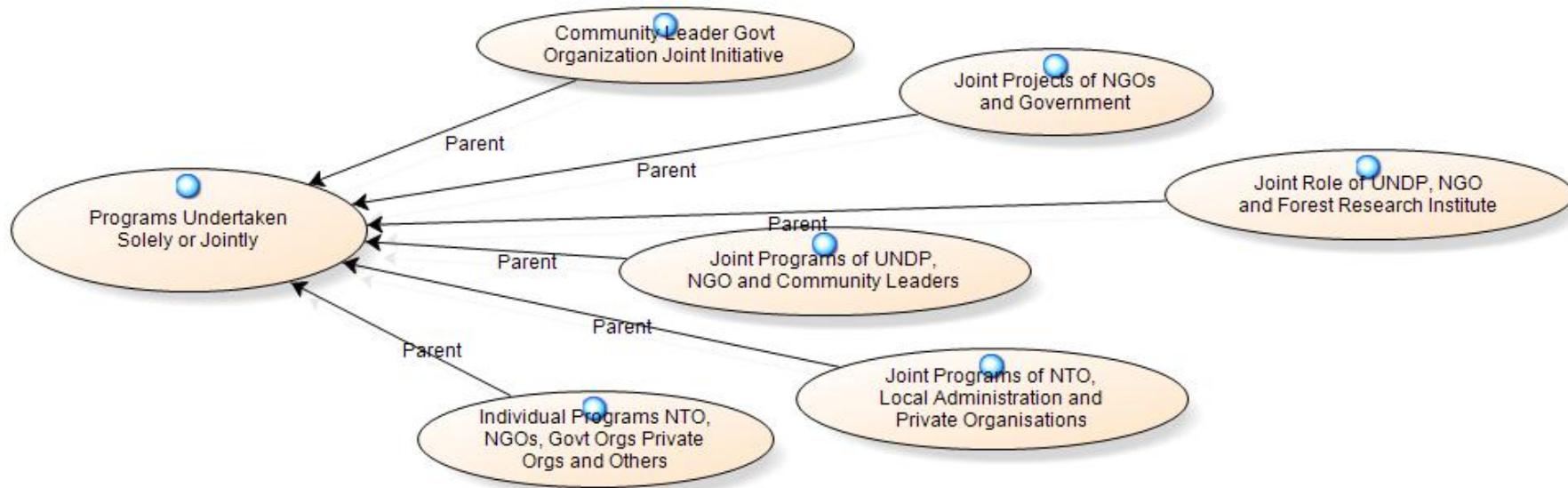
We are helping the district council also for capacity building. If any technical and financial supports are required, we provide those according to our capacity. NGOs are also working as our partners to implementing the programs.

(Interview No. 37, Personal Communication, 06/05/2010)

5.6.1.3 Preserving Indigenous Language and Culture

Indigenous culture is treated as a valuable tourism attraction even though most indigenous communities are not able to take education in their own language. As a result, indigenous languages are going to disappear gradually. There is no educational institution that can work to preserve the indigenous languages. This has accelerated social and cultural exclusion of indigenous communities in the study sites, whereas indigenous culture can be used as potential tourism attraction in rural areas and hence helping the poor indigenous communities. Very recently, UNDP has

Figure 5.6: Thematic Map of Sole or Joint Programs on Tourism Development and Poverty alleviation



started working to preserve the indigenous languages in the hill districts of Bangladesh. In doing so, UNDP has undertaken programs jointly with NGOs and universities. Some schools are established by the UNDP in the Southern hill district regions where education is provided using both indigenous and Bengali language. Teachers from indigenous communities have been recruited for the schools and UNDP has been helping the local government in order to implement this programme properly.

We are jointly implementing Multilanguage Education Programme. Our partners are Save the Children (USA) and Dhaka Ahsania Mission¹⁷. District Council is directly involved in teacher recruitment, salary, monitoring and supervision activities.

(Interview No. 37, Personal Communication, 06/05/2010)

5.6.1.4 Rural Agriculture and Biodiversity Conservation

The hill area is fertile and traditional agriculture is the main livelihood means of the indigenous people although preparing agriculture land is extremely difficult for people. Rural people cut and burn the hill forests in order to get agricultural land. Ash is used as a fertilizer in traditional agriculture called *Jhoom Cultivation*. Once a hill area is prepared for cultivation, indigenous families live nearby or at the top of the agriculture land leaving their normal resident till the harvesting is completed. Crops, vegetables and fruits are grown in an organic way that is hardly any use is made of any fertilizer or pesticides. The hills are fertile enough and crops are grown in a greater quantity than in the agricultural land on the plains. The most unwanted problem for *Jhoom Cultivation* is that once a crop is grown, the field is abandoned for the next few years and, in some cases, the tenure is even longer than is expected. UNDP has undertaken a project to overcome unproductive use of land and forest destruction in the hill areas. Under that programme they have been planning to open a Farmer Field School unlike usual educational institutions. UNDP has appointed some expert agriculturists as trainers in this region and initially have targeted one hundred farmers to train. Instead of giving classroom training, experts will go directly to the agriculture field. They will teach farmers practical skills as to how land can be prepared without damaging forests; how land can be used more than once in a year for different crops and vegetables. The main purpose is to ensure the

¹⁷ A charitable organisation in Bangladesh

most productive use of agriculture land in the hill areas without damaging natural resources. However, this is a huge task and implementing such projects for UNDP alone is difficult unless local government and NGOs work together. Rural indigenous communities have opportunities to become involved in tourism by selling their agricultural products to the market and tourism-related organisations but without destroying the forest. Once the forest is destroyed the potential for nature-based ecotourism will be destroyed and economic exclusion of the poor indigenous people will be accelerated.

We will train 90-100 selected farmers. There will be no school building for this. We will train the farmers on their land or where they work. In case of Jhoom Cultivation trainers will go to the field and provide training on how to protect forests when using that as agricultural land. Our trainers will train them on recurring use of agriculture land also.

(Interview No. 37, Personal Communication, 06/05/2010)

5.6.1.5 Alternative Income Generation (AIG) Opportunities

In order to minimize pressure on the hills for agricultural land, training and motivation also will be needed to the indigenous communities on alternative income opportunities. Farmers need to be trained in poultry, fishery and livestock that can be a good source of income in the tourist season. Unless indigenous communities have any alternative income generation opportunities, the forest destruction cannot be stopped fully.

Our experts will train them on hatchery, poultry and livestock also. These products have a huge demand in tourist season. Once they are able to understand that they can earn a lot from these activities, pressure on forests that are used for agricultural land will be reduced. We are implementing this project through local government and NGOs.

(Interview No. 37, Personal Communication, 06/05/2010)

5.6.1.6 Need to Extend Programs

Most programs for helping the indigenous and rural people have been undertaken since 2003. The end of the first phase of the programs was 2010. The UNDP officials admit that it was difficult to spread the benefits of the programs to all the people in the region, so they want to continue the programs into new areas. Moreover, they want to start the programs again in some areas where they were less effective. Once support of the UNDP is stopped, the forest destruction will be continued. It is

extremely necessary to continue support in agriculture sector in the hill districts unless and until sustainable livelihood opportunities are created for the indigenous communities through alternative income generation activities. Otherwise, the potential for tourism development will be destroyed and the indigenous communities will be trapped under extreme poverty.

We have started our programs since 2003. The first phase of the programs will be completed in 2010. Some of these programs are continuing, because all of the areas are not covered yet and few of these programs need to be started from the beginning.

(Interview No. 37, Personal Communication, 06/05/2010)

5.6.1.7 Social Capital of the Indigenous Communities

UNDP officials emphasized building and enhancing the confidence level of indigenous communities regarding various issues; e.g., that communities should have faith in being able to undertake alternative income generation activities along with their traditional agriculture. They also try to make locals understand that they can benefit more by changing their traditional cultivation patterns in the hill regions. Building social capital can help stimulate the indigenous communities being involved in tourism.

In the second phase, we are not doing the same thing. Some of these are new such as, confidence building of the poor people. Most of them are lacking of confidence. They haven't that confidence that they can do something new.

(Interview No. 37, Personal Communication, 06/05/2010)

5.6.1.8 Education Facilities for Rural Children

According to research participants, scarce resources mean local government is unable to extend health and sanitation services to all rural areas in the country. Mainly NGOs have been providing these services jointly with the local government and UNDP, and some NGOs work exclusively in education for rural people. Departments under local government identify the rural areas that need health and sanitation services. Also, the government education department is unable to facilitate primary education in remote areas due to limited resources. NGOs operate their schools in those areas and UNDP supports the local government and NGOs in implementing their education, health and sanitation projects.

District Council and UNDP are working jointly for the implementation of these projects. At present UNDP is working jointly with us in health and education sectors. District Council is planning to develop the agriculture of hill areas. For this we have signed a new agreement with the UNDP.

(Interview No. 34, Personal Communication, 26/04/2010)

5.6.2 Joint Role of Government and NGOs

5.6.2.1 Training on Handicrafts

The Government and NGOs have undertaken programs jointly for helping rural indigenous people. Indigenous communities are predominantly dependent on handicrafts and handmade garments which are used as household necessities and dresses. According to the research participants, young indigenous people are going to forget their traditional handicrafts and handmade garments due to cheaper machine-made products. The younger generation is not interested in spending much time in these activities. As a consequence, traditional handicrafts and handmade garments are on the verge of disappearing. NGOs and Bangladesh Forest Research Institute (BFRI) have been trying jointly to restore the handicrafts and handmade garments. Under this programme, they have arranged a three-month long training programme for young indigenous people. They have selected three trainees from each indigenous group; also trainers from the indigenous groups. These trainers are senior people from the indigenous communities.

We are conducting this programme jointly with Bangladesh Forest Research Institute (BFRI). The beneficiaries of our handicraft training project are the indigenous communities. This training is for the eleven indigenous groups of this area.

(Interview No. 38, Personal Communication, 22/05/2010)

5.6.2.2 Explore Markets for Handicrafts

As indigenous communities produce handicrafts and handmade garments for their own use, they use their own culture in terms of the design, shape and colour of the craft items. Experts have been appointed so that minor modification can be done in order to make the products more attractive to tourists. The NGO has taken the responsibility to sell the products in national and international markets; viz., Scandinavia, Europe, Asia and America. As the NGO has undertaken the task of demand creation and market exploration, indigenous communities are getting regular

order for their products. Forest Research Institute has been functioning as a partner organisation with the NGO. Experts of BFRI have been helping the trainees with treatments of bamboo, cane, wood and leaves that are used to produce handicrafts. Indigenous people barely know about the treatment of these materials but, due to proper treatment, the produced crafts have now become more attractive and durable. However, the originality of the craft items are going to be destroyed as these are modified in terms of design, shape and colour for using commercial purpose. This can lead to cultural exclusion of the indigenous invaluable craft products.

They have many traditional crafts. These are going to be lost. We feel if these products can be modified slightly, these could have demand. It would not get the market if I bring the products in the same form they use.

(Interview No. 38, Personal Communication, 22/05/2010)

5.6.2.3 Training Needed for Other Areas

Research participants realise that producing handicrafts and weaving handmade garments need to follow rigorous processes, and if anyone does not continue these activities he or she might forget the process. Research participants have emphasized short term training programs also in order to support the main training programme and keep practicing the traditional craft-making process. According to research participants, short term training programs are necessary also to support the crafts makers of other regions. They suggest that it is difficult for them to conduct such training programs to help the poor indigenous people due to scarce resources, so such programs are yet to be undertaken in other regions of the country.

We expect that such training programs should be facilitated in other areas of the country. We need to conduct training programs on small scale also. The main advantage of this type of programme is that all the tasks are done through a process. A trainee will not forget the process quickly. Small follow up training should be ensured to support the main training.

(Interview No. 38, Personal Communication, 22/05/2010)

5.6.2.4 Infrastructure Development and Training

Some NGOs have their individual projects; some conduct joint projects with the government for poverty alleviation. According to research participants, NGOs have operated mostly in rural and remote areas. Their projects are mainly on health, sanitation, immunization, pure drinking water and education. Some NGOs have been

provided training to rural people on farming, poultry, dairy, nursery and fishery. A few NGOs have provided training on handicrafts.

We have both joint and individual projects. Our joint projects are with the local government. We train the rural people to prevent from common diseases. We train the poor people on handicrafts using cane, bamboo and potteries. We collect crafts from them and supply those to our head office where we have a sales and display centre.

(Interview No. 36, Personal Communication, 28/04/2010)

5.6.2.5 Alternative Income Generation (AIGs) Opportunities for Rural Poor

A few NGOs have undertaken programs for poverty alleviation jointly with the Department of Forest and Environment. NGO and the government department have launched alternative income generation activities for the rural poor who, mostly, were dependent on wetlands; poor people dependent on fishing, bird hunting and firewood collection from the wetlands and surrounded areas. The wetlands have been announced as protected areas and restrictions were imposed for fishing, bird hunting and firewood collection. Before announcing areas as restricted, Nishorgo Support Project and Bangladesh Forest Department conducted a survey on alternative income generation activities. Based on that survey, training was provided to the poor people around the wetlands; e.g., grocery shops, tailoring for the women, goat rearing, duck rearing, small scale poultry, beef fattening, buffalo, gardening, plant nursery and prone fish culture. However, such alternative income generation activities are very limited than the requirements.

We have been working for the bi-diversity conservation of our wetlands. We have provided alternative income generation supports. Those include grocery shop, tailoring for the women, goat rearing, duck rearing, small scale poultry, cow fattening, gardening, plant nursery and prone fish culture. These AIGs have helped enormously reduce poor people's dependency on the wetlands.

(Interview No. 48, Personal Communication, 11/07/2010)

5.6.2.6 Linking Handicrafts in National Markets

Also, it is necessary to create a value chain for the handicrafts in order to include rural poor and indigenous communities in tourism development process. This can restrict them from economic exclusion. Rural poor people hardly know about the marketing of their handicrafts. Nishorgo has been trying to collect handicrafts from

rural people inhabiting around the protected areas, and selling those products in the capital city. According to research participants, the mentioned alternative income generation activities and on-going business support for handicrafts have reduced the pressure on the wetlands' poor and, hence, contributed biodiversity conservation of the wetlands.

We have been trying to create market for locally produced handicrafts. The ethnic communities and rural people have their own products. We have been trying for marketing those products. We have signed an agreement with Aarong¹⁸, the marketer of handicraft products in Bangladesh.

(Interview No. 48, Personal Communication, 11/07/2010)

5.6.3 Joint programs of NTO, Local Administration and Private Organisations

5.6.3.1 Rehabilitation of Poor Hawkers and Women

According to research participants joint programs are more effective in terms of helping poor people. In beach tourism areas it is evident that joint programs undertaken by government organisations, NTO and private tourism organisations have an important role in helping the rural poor people. Bangladesh has the world's longest sandy sea beach in Cox's Bazar, although the beach was not maintained properly once. Hawkers used to sell food, handicrafts and other products on the beach. Small shops were established on the beach area.

The environment at the beach became polluted with huge wastage every day and tourists felt overwhelmed when numerous hawkers approached them to buy. To control these unwanted situations a committee was formed recently with the co-operation of government departments such as local police, civil administration, NTO and private tourism organisations. The Beach Management Committee has undertaken some programs to help the rural poor while simultaneously making the beach environment more friendly; it allocated particular places for the hawkers and appointed cleaners from the rural people to clean the beach every day.

We have established few markets around the beach area. Many poor are doing business here. There are one hundred and twenty small shops of conch products, green coconut and fast food in those markets. They had nothing before. We have arranged places for them.

¹⁸ A chain store for handicrafts business in Bangladesh.

(Interview No. 25, Personal Communication, 23/04/2010)

5.6.4 Government Organisation-Community Leader Joint Training Programme

According to research participants, joint training programme by government departments and community leaders has had a great impact on poverty alleviation. Bangladesh Handloom Board conducted a two month joint training programme with indigenous people producing their own garments using handlooms. The garments are popular with tourists also. The indigenous people of rural areas are on the verge of forgetting their traditional weaving due to cheaper Chinese products. Therefore, the aim in this programme was to revive the traditional garments of indigenous people who were mostly dependent on their community leader. Unless and until the community leader permits them, they are not allowed to do anything. Bangladesh Handloom Board, along with the community leaders, undertook a project for training four hundred indigenous females in weaving. They recruited expert weavers from the indigenous community as trainers. The training programme helped the indigenous community get back to their traditional weaving.

Bangladesh Handloom Board arranged training for 400 villagers for two months. Each trainee received an honorarium of 3000 taka per month.

(Interview No. 46, Personal Communication, 09/07/2010)

5.6.5 Individual Role of NGOs

5.6.5.1 AIGs for Rural Poor

According to research participants, NGOs have sole as well as joint programs designed particularly for poverty alleviation. In rural areas where there is tourism potential, NGOs have organised training programs for the rural women in livestock, poultry, farming and nursery. After training NGOs have extended micro finance to the women who took part in the training. Research participants agree that the training programme for the rural people was very effective. Once rural women were mostly housewives and hardly able to contribute in family except cooking and looking after children, whereas now they can look after the poultry, dairy and nursery established in houses. Many women are making garments using sewing machines.

Women got training on sewing, poultry and nursery. After training they were given micro credit. Every member got 5000 taka. After that the loan amount was increased according to their performance. Some of them got twenty

thousand taka loan. I have taken loan for five to seven times. They have given me a cow. I have taken fifteen thousand taka loan for nursery purpose from CARITAS. Before this project, my wife didn't do anything. Now she looks after my poultry farm.

(Interview No. 09, Personal Communication, 07/03/2010)

5.6.5.2 Creating Favourable Environment for Women Working Opportunity

Rural women are used to staying home and rarely coming out, even in front of family members. Dominance of the male is common in every aspect of rural Bangladesh. Females rarely come out of the house for work, education or business purposes. This accelerated the social, economic and cultural exclusion of the rural women. However, NGOs have been playing a very effective role in changing this situation; in changing the socio-cultural environment in rural Bangladesh. Presently, NGOs have been trying to bring about radical change by extending training and micro finance to rural women. Initially, the influential rural people prohibited NGOs from presenting their programs, particularly for the poor women. Also, this is not possible for the NGOs alone to bring change in all the rural areas of Bangladesh. Government, international aid agencies and the community leaders need to play crucial role in this regard.

Most of the women were just housewives. They never thought to work outside their home. The first two or three women who came here for training were hated by the community leaders and were blamed for dishonouring religion. It was really a tough situation to confront. They did not have skill and at the same time the social support was least.

(Interview No. 43, Personal Communication, 15/06/2010)

5.6.5.3 Creating Working Scopes for Rural Women

Traditional craft items can have a significant impact on the rural women in Bangladesh. Some NGOs have been working on craft items in rural areas in order to help poor women by arranging training programs for women. During the training period the participants are given an honorarium so that they felt motivated to complete the programme. After successfully completing a three-month programme on handicrafts and hand-made garments, rural women were appointed as workers in the same NGOs. NGOs sell the handicrafts in different cities and export also. These NGOs are the members of Fair Trade, so women workers are properly paid. The training centre and production unit are maintained under the same roof. After

completion of successful training women are appointed as workers in the production centre. Their produced handicrafts are sold in national market and exported in many countries of Europe, Asia, and America. However, NGOs' individual role in terms of economic inclusion of the rural women is inadequate. In order to, make the rural women empowered not only the NGOs but also the government organisations need to step forward. Education can help stimulate the awareness of rural women and induce them become involved in tourism.

We try to improve their skill and they must achieve a standard. At the training period we give them honorarium. After three months when they qualify, they are appointed in our production centre. They get fixed rate at that time. It helps them move in a better situation. Till now we have trained 500 rural poor women.

(Interview No. 43, Personal Communication, 15/06/2010)

5.6.6 Individual Role of Bangladesh Folk Arts and Crafts Foundation

5.6.6.1 Creating Scopes and Opportunities for Poor Rural Craft persons

The Bangladesh Folk Arts and Crafts Foundation have developed two programs solely for poor who are craft makers and folk artists. Helping the poor craft persons and folk artists are the main objectives of the organisation through staging the country's crafts and folk arts to the general population and tourists. Under the programs the foundation has established a craft village inside the Foundation complex. Every region of Bangladesh has its own cultural tradition; these regions have distinct craft products, although, again, some crafts and folk arts are on the verge of obsolescence. This government organisation has been trying hard to retain the folk arts and crafts tradition of rural Bangladesh. In its newly established craft village nearly 50 craft persons from different rural areas are accommodated. Craft persons stay in the village free of cost and produce crafts. Tourists can see the production process and buy crafts from the producers also. As this programme is undertaken solely by the Foundation, the number of accommodated craft persons is extremely limited.

There is a craft village inside this complex. You may have seen some houses are made of clays, wood and leaves. In future, we will give these houses to the families of those craft persons.

(Interview No. 04, Personal Communication, 19/02/2010)

5.6.6.2 Linking Rural Crafts with Tourism

The Foundation has another programme of folk festival; a month long festival is arranged every year. At that time the foundation invites many craft persons from all over the country and folk artists are invited to perform cultural programs every day during the festival. Craft persons and artists get honorarium from the foundation. Several hundred temporary stalls are made available by the Foundation authority in order to provide places to the craft persons from all over Bangladesh. Most craft persons bring their crafts and are able to sell them in the stalls arranged by the foundation inside their compound. Many crafts businessmen from different cities come to purchase crafts in bulk and some craft persons get orders from the businessmen throughout the year. The craft fair is treated as a link between the craft persons and the crafts businessmen and the poor craft persons are benefitted financially. As this foundation has no branch office, rural crafts persons are deprived from their services.

We arrange folk arts and crafts fair every year. We invite craft persons and folk artists from different regions. We provide them accommodation to live and places stalls. Every year they get opportunity to communicate tourists and businessmen from different places. They get order from the businessmen also.

(Interview No. 05, Personal Communication, 22/02/2010)

5.6.7 Individual Role of National Tourism Organisation (NTO)

5.6.7.1 Employment Opportunity

The National Tourism Organisation of Bangladesh does not have any programme or project related to tourism development for poverty alleviation. NTO has been operating motels and restaurants at district levels. Indeed, NTO has been doing business with these motels and restaurants but NTO officials believe that these business units are contributing to poverty alleviation in the country by creating employment opportunities. In the motels and restaurants a few number of rural people are working as room attendants, bearers and cleaners.

We have been operating motels and restaurants. Recently, we have started small handicraft outlets in our motels also. These are the activities done by the NTO and this is contributing in alleviate poverty.

(Interview No. 01, Personal Communication, 04/01/2010)

5.6.7.2 No Particular Programme for Poverty Alleviation

The NTO has a plan to develop an exclusive tourist zone in Saint Martin Island; this is in line with its concern to develop luxurious hotels, resorts and restaurants. They talk about poverty alleviation but they don't have any programs particularly for poverty alleviation. The only concern for poor people is to create job in their business units. Also, NTO business units need to purchase food and drinks from the rural sources in order to include rural poor people in tourism. However, NTO has not been able to implement its plan to develop exclusive tourist zone that can be good opportunity for rural poor people.

NTO and The Ministry of Tourism of Bangladesh are interested to develop tourism of this area. They are considering for developing an exclusive tourist zone in this area.

(Interview No. 27, Personal Communication, 23/04/2010)

5.6.7.3 Human Resource Development

The sole programme of NTO is its training institute; NTO has operated a training institute since 1973. The institute has been playing a role in human resource development in the tourism and hospitality sector of the country. The institute provides training on Chef, Room Attendant and Tour Guide activities. Since the establishment of the institute, about thirty three thousand students have completed different courses. According to current research participants, most trainees have been employed in the tourism and hospitality industry at home and abroad. However, the training centre of NTO is situated in the capital city and the charges of the training are very costly. Only the rich and wealthy people of the urban areas avail the training opportunities of the NTO, whereas the rural poor are deprived of such training programs.

We have a training institute named National Hotel and Tourism Training Institute (NHTTI) in our capital city Dhaka. It is a renowned tourism training institute in our country. We are contributing for in preparing skilled manpower in this sector. More than thirty thousand students have received training from our institute. Most of them are working in home and abroad.

(Interview No. 29, Personal Communication, 24/04/2010)

5.6.7.4 Inadequate Resource to Help Rural Poor

However, the NTO has only one training centre and that is situated in capital city. The short training of National Hotel & Tourism Training Institute (NHTTI) training has a high demand in the market but, due to limited resources, only a small number of students are given an opportunity each year. The training courses are fee paying and, as fees are relatively high, it is not possible for the poor people to avail themselves of courses held in the capital city.

For the poor people it becomes tough to take the costly training from Dhaka city.

(Interview No. 27, Personal Communication, 23/04/2010)

5.6.7.5 Rural Employment

NTO officials assert that in their business units rural poor people are given opportunities. As most business units of NTO are situated at district levels they try to employ rural people, but the number of such employed locals is quite minimal, with most being employed as cleaners, security guards, room attendants and kitchen hands for the restaurants. Also, the NTO exploits the labours as they pay lower wages than the private organisations.

Generally we try to recruit rural people in our motels and restaurants. We give them on the job training. After one or two years they become experienced. Sometimes they leave our motel and work other hotels in higher wages.

(Interview No. 31, Personal Communication, 24/04/2010)

5.6.7.6 Lack of Knowledge by the NTO Officials

Research participants have a lack of proper knowledge about the contribution of NTO towards tourism development and poverty alleviation in the rural areas. Some research participants agree that they are contributing poverty alleviation through tourism development, while others claim that NTO does not have a poverty alleviation role in Bangladesh. Some NTO officers believe that NTO has not any poverty alleviation programme at all. However, as a government tourism organisation, NTO should have some projects particularly for the rural poor and indigenous community members.

Our organisation is not directly working in any specific project for the poor people of this locality. In fact, our role for poverty alleviation is indirect.

(Interview No. 27, Personal Communication, 23/04/2010)

5.6.7.7 Satellite Training Course

NTO also arranges short-term training courses at a district level. According to NTO officials, poor people outside of the capital city are unable to undertake costly training courses. This has induced NTO to present training programs particularly for the poor people of the areas where there is tourism potential. NTO is unable to conduct long-term training courses other than in the capital cities. It does not have the infrastructure for providing long-term training courses outside Dhaka. With only one training institute in Dhaka, most employees of hotels and restaurants hardly get an opportunity for training. As a result they are unable to perform satisfactorily. Moreover, tourism-related organisations are reluctant to pay them properly as they do not have any training and employees do not have any bargaining power. Realising the situation, NTO has undertaken to extend satellite training programs for the tourism-related organisations employees outside the capital city. NTO organises the training programme once a year and send letters inviting hotel and restaurant owners to send their employees to the training programme. NTO has been conducting such training programs in the southern region of the country where beach tourism has flourished. However, NTO's satellite training programme is conducted once in a year and in one destination, whereas requirement of frequent training programs is essential in the potential tourist destinations in rural areas.

It is not possible for the poor people to avail costly training. So we are arranging satellite training programs. This is the third year we are arranging such training course outside our main training centre. Employees from the private hotels, restaurants, cottages and guest houses take this opportunity.

(Interview No. 27, Personal Communication, 23/04/2010)

5.6.8 Individual Role of Government Cultural Department

5.6.8.1 Limited Scope for the Rural Poor

Government cultural departments have undertaken training programs solely to preserve indigenous and rural culture. In every district there is a government cultural office. These offices conduct training on indigenous and rural culture. Folk songs and dances of rural Bangladesh are favourite topics. Cultural department officers

think that these cultures might be lost one day if proper training is not provided. Sometimes the cultural offices conduct training programs jointly with the media. As these training centres are situated at the district level, it is difficult for the people living in rural and remote areas to avail themselves of such training opportunities. Sometimes, training is arranged at the sub-district level, but still the rural people are deprived of such opportunities.

We arrange cultural training programs on traditional song, dance and musical instruments. We also provide short-term training programs on indigenous community's song and dance. The cultural tradition of the indigenous people may be lost one day if it is not preserved properly and we are very much concerned about that. Indigenous culture can be modified if it is not preserved well. Yet, we haven't been able to work on a large scale but we have been trying to do that.

(Interview No. 33, Personal Communication, 26/04/2010)

5.6.9 Role of ADB for Power Supply Project in Rural Areas

An uninterrupted power supply is necessary in order to develop tourism in rural areas. In the hill district areas very few entrepreneurs are interested in investing in tourism due to power supply problems. Local government has undertaken a programme jointly with the Asian Development Bank in those areas. Research participants believe that entrepreneurs would invest in many small industries and tourism related organisations provided power supply could be ensured and this can unlock the employment opportunity for the rural poor also.

Tourism is not developing here due to lack power supply. ADB has agreed to initiate a project on power supply. We have already discussed the matter with the Country Director of ADB and they have decided to make an agreement with us.

(Interview No. 34, Personal Communication, 26/04/2010)

5.6.10 Role of Elected Members

According to interview information, in the rural areas the role of elected members to undertake tourism-related projects is of great importance. Small and micro business related to tourism initiated by the elected members can include rural poor in terms of employment. Elected members rarely have received any government assistance for such projects even though, in some rural areas, the unemployment problem is severe. The Government supports poor people by supplying food through the elected

representatives, yet such support is quite inadequate to meet the demand. Under this circumstance, elected representatives should start picnic spots, parks and recreation centres so that rural people work there and earn. Innovative ideas can generate employment opportunities provided the facilities and opportunities are utilised properly.

When I was elected first as a member, the numbers of unemployed people were many in this area. Government provided food donation for the poor at that time but allotment for my area was not sufficient. I started thinking to create employment opportunity for the poor of my area as I am elected by them. I requested government offices for assistance but nobody responded. Gradually, I started developing this picnic spot. I believed that one day people would come to see this place.

(Interview No. 02, Personal Communication, 26/01/2010)

5.6.11 Role of Indigenous Community Leaders

5.6.11.1 Promoting Indigenous Culture and Tradition

In some indigenous communities, community leaders' efforts can play a vital role in tourism development and poverty alleviation as well. Realising the importance of traditional culture, community leaders have taken initiatives to form cultural groups because traditional culture of indigenous communities is attractive to tourists. Moreover, community leaders have been trying their level best to revive traditional handicrafts. Indigenous handicrafts are on the brink of collapse due to cheaper plastic products. Once indigenous people were very expert producers of handicrafts; although they did not have any institutional training, they used to produce very attractive craft items by dint of their creativity. Community leaders have been trying their level best to revive their craft items, though, according to research participants, cooperation and support from government, NGOs and private organisations to revive indigenous crafts are not adequate. According to one research participant:

I have formed a cultural group. They perform when tourists come. I have been trying to introduce our culture in abroad. This is a big task and I cannot do it alone. I need support from government and other organisations.....I have been trying to promote our handicrafts. The designs women use in handicrafts and handmade garments are created from their own feelings. These designs are not available elsewhere. Even you will not get these in any catalogue or institution. This is the core thing of this community. I believe that my community will be able to survive on this.

(Interview No. 46, Personal Communication, 09/07/2010)

5.6.11.2 Community Leader as a Motivator

In Bangladesh, indigenous community leaders have crucial role to involve their community people in tourism as they have substantial influence on the community members. In one study areas the researcher has found that a community leader has established a handicraft market where community members are operating retail store of their craft items. The community leader has pursued government banks for micro credit to start up small and micro businesses in that market. Moreover the community leader has persuaded the Governor of the Central Bank to allow scheduled banks to provide loans to indigenous people in order to start up handicrafts businesses in the market. This programme has helped the poor indigenous people to be involved in tourism-related business and, hence, is a form of economic emancipation. However, indigenous community leaders of other rural areas have not done such initiative in order to include their community members creating self-employment opportunities in tourism.

I worked in a private company before starting this business. At that time I had to stay far away from my family. I was not well off and couldn't fulfil my children's needs. When I heard about this Monipuri¹⁹ market, I communicated my community leader and rented this shop. He arranged bank loan also. I left my job and started this new business.

(Interview No. 21, Personal Communication, 28/03/2010)

5.6.11.3 Programs Need Support

Indigenous community leaders consider that the training programme is not adequate enough in terms of volume. The community leaders believe that after training the support from the government was quite inadequate to enable people to utilise their training; e.g., the trainees need looms for production and each loom costs twenty five thousand taka²⁰. Most trainees were not sufficiently well off to purchase their own loom, making the training futile unless they were supported by the government or any other organisation.

We have two thousand weavers in this area. Only four hundred weavers have received institutional training. This is not sufficient and I have proposed to

¹⁹ An indigenous community of Bangladesh

²⁰ AU\$1=BD Taka 75 (Approximate rate in 2010)

train at least one thousand women of this area. If such training facility is provided in other areas, our handloom industry will flourish properly.....The training is on a special type of loom that is very costly. Trainees have no capability to purchase such costly loom. We told Bangladesh Handloom Board about the necessity of loom for the trainees. If they don't have loom, they will forget weaving again. This is a big problem for our weavers.

(Interview No. 46, Personal Communication, 09/07/2010)

5.6.12 Role of Private Tourism Organisations

5.6.12.1 Business is Primary Motive

According to research participants, the objective of private tourism organisations is business. Private tourism organisations consider that they have been contributing to the alleviation of poverty in the country through creating employment opportunity and need not develop projects with the sole aim of helping the poor. Despite the fact that private tourism organisations are more inclined about profit earning, they are the key sources of employment. In addition, the private tourism organisations are the buyers of the agricultural products produced in rural Bangladesh. These opportunities need to be utilised in order to restrict rural poor from different forms of exclusion.

We have started resort business at Saint Martin Island since 1997. Recently, we have undertaken a joint project in Nijhup Island²¹. Nearly 100 people are directly employed in our Saint Martin Resort and in our new project the number of employees will be approximately 20. We believe that we are doing enough for the poor people.

(Interview No. 39, Personal Communication, 22/05/2010)

Honestly speaking, we don't have such programme but we are doing in another way. We are recruiting some staffs and workers from the rural people. In fact, we want to maintain better relation with the local community.

(Interview No. 30, Personal Communication, 24/04/2010)

5.6.12.2 Opportunity for Rural People

Among private tourism businessmen only a small number of private entrepreneurs have been trying to involve rural people in tourism in order to help them financially. Establishing eco resorts in the country-side is a new dimension in tourism

²¹ An island in the Bay of Bengal

development. Rich entrepreneurs have been establishing resorts in the protected areas to attract visitors to enjoy the rural and natural environment. Only one resort owner has recruited rural people in his resort. As the resort is established in a rural place, the owner wants to provide a country-side flavour to the visitors even in the available foods. All of his staff, from chefs to room attendants, is appointed from the rural environment after a minimum training. The cottage owner is able to create an environment in close proximity to that of rural Bangladesh. On the other hand, he is able to help the poor people of the locality by creating employment opportunities. However, most resort owners have appointed trained employees from other places.

5.6.12.3 Private Organisations and Corporate Social Responsibility

On rare occasions when private tourism organisations undertake programs for the poor people of the locality where they operate their business, the main goals of their programs do not include helping the poor; rather they are to increase their brand image through corporate social responsibility such as donation in charity.

Recently, we have arranged a concert for blind people of this area. We have donated the fund collected from that concert to a local charity. They work for the poor blind. We have arranged it solely.

(Interview No. 26, Personal Communication, 23/04/2010)

5.6.13 Role of Civil Society

5.6.13.1 Awareness Building

In rural areas, the role of civil society is of paramount importance in helping the poor people. Civil society has been working jointly with NGOs and the Bangladesh Forest Department to help poor people. Most of the country's forests and wetlands are in rural areas surrounded by poor people dependent on the natural resources of forests and wetlands. Fishing, firewood collection, bird and animal hunting, illegal logging and collecting medicinal plants are the overwhelming livelihood means of these people. The Forest Department is the custodian of national forests of Bangladesh. USAID has been funding for biodiversity conservation in these national forests and wetlands. Rural poor people's livelihood is impacted on when these national forests and wetlands are declared to be protected areas. Rural people are dead against of declaring protected areas because they are afraid of being squeezed out of their livelihood. The participation of influential rural people is used in managing protected

areas. These persons are trying their level best to make the rural people understand the consequence of destructing natural resources and, simultaneously, the potential for ecotourism development in those areas.

We are obstructed by the forest dependent people. We realise that the people's way of living is hampered by the implementation of this project. In fact, it impacts their traditional way of living. We have undertaken awareness building programs in every village and formed committee in every village. We are trying to make the people understand the potential of this forest for alternative income generation scopes.

(Interview No. 23, Personal Communication, 05/04/2010)

5.6.13.2 Motivating Rural People for AIGs

The international aid agencies, government department and the concerned NGO have been working to introduce possible alternative income generation activities for the rural people and indigenous communities predominantly dependent on the natural resources of national forests and wetlands. However, influence of community leaders is necessary in order to make the locals aware of the consequences of the gradual destruction of natural resources and illegal activities in the wetlands. A co-management committee is formed, with concerned stakeholders headed by the rural elites. According to research participants, rural people were not agreed with ecotourism development or opportunities for alternative income generation at the initial stage of the project. Active participation of community leaders is considered to be effective in making rural people aware of biodiversity conservation of the national forest and wetlands whilst also organising them to accept several alternative income generation activities.

They don't know the importance of tourism. They are mostly dependent on forest. We have been trying to train them in several ways. We have identified the forest dependent people and arranged training for them on nursery, poultry, grocery, dairy, fishery and farming.

(Interview No. 23, Personal Communication, 05/04/2010)

5.6.13.3 Indigenous Tourism

Despite the fact that there are opportunities for indigenous communities in being involved in tourism, they are not getting adequate support. They are gradually realising importance of their handicrafts to the tourists. Some are interested in introducing indigenous food culture to tourists. However, due to inadequacies in

programs from the government and NGOs they are unable to put their good ideas into practice.

We have a programme to establish a restaurant of ethnic people's traditional food in this market. We need money for this. We have already taken loan for our handicraft shops but we need more support in order to implement our new business ideas.

(Interview No. 07, Personal Communication, 05/03/2010)

5.6.14 Joint Role of UNDP, NGO and Forest Research Institute

Indigenous communities live in hilly, rural and remote areas in Bangladesh. They produce their own household products using bamboo and cane. They make their own garments using handlooms. Traditionally they produce handicrafts and handmade garments for their own use rather than earning money by selling them as crafts. The young generation in indigenous communities is not attracted to producing handicrafts and weaving; thereby creating a gradual loss of indigenous traditions. Realising this, the Viator International (NGO) undertook a training programme jointly with Bangladesh Forest Research Institute on handicrafts for indigenous people. The Forest department's role was to train the indigenous people about use of raw materials such as bamboo and cane. Indigenous people did not know about treatments of bamboo and cane so the programme was to encourage crafts that would be more durable and attractive. The Viator officials found experts from each indigenous group as trainers. They also encouraged young people from every group to avail themselves of the training programme which lasted for two months. According to research participants, the joint training programme was extremely fruitful. Many young people benefitted from the training. Viator has its own display and sales centres in the capital city and rural areas inhabited by the indigenous communities. The NGO exports handicrafts to Scandinavia, Japan and many countries in Europe. The joint programme helped the indigenous people financially.

We arranged that programme jointly with Bangladesh Forest Research Institute. Duration of that training programme was three months. In Bandarban there are eleven indigenous groups. We selected three students from each indigenous group. Our motive was to create craft persons from each indigenous group. We took help from the Forest Department in order to train them about treatment of bamboo and cane. We organised all these activities.

(Interview No. 38, Personal Communication, 22/05/2010)

5.7 Present Networks for Each Programme and Networks Desirable for Tourism Development and Poverty Alleviation

In the following section the present networks for each programme are discussed. Moreover, expected networks that can stimulate the inclusion of rural poor and indigenous communities in tourism development in rural Bangladesh are discussed as well based on the responses of the interview participants (see Figure 5.7).

5.7.1 Personal Networks

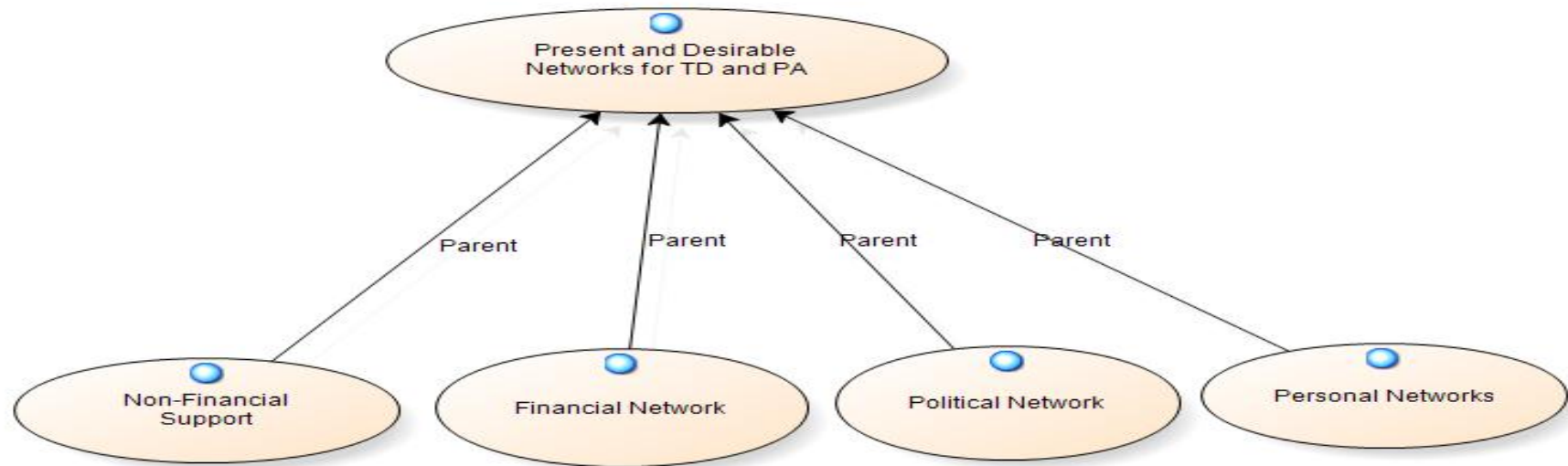
5.7.1.1 Formation of Village Committee for Network Development

According to research participants, participation of rural people in tourism-related programs has helped progress tourism development in the protected areas of Bangladesh, with the role of NGOs and government departments being of great importance. Several respondents mentioned that formation of management committees for national forests is an effective step undertaken by the government Forest Department and the Nishorgo Project. Before declaring the areas protected, the Nishorgo Project formed small village committees in and around the forests. One member from every family was included in the village committee. The project officers started discussions, exchanged opinions and views every week with the village committee members to convey the message to the forest dependent people about the consequences of forest resources destruction and potentials for alternative source of income through nature-based ecotourism. The rural level network has been playing an encouraging role in implementing nature-based ecotourism in some protected areas of Bangladesh.

They formed committees in every village. After that, they started to make the rural people understand about the bad consequences of illegal tree felling and hunting.

(Interview No. 15, Personal Communication, 21/03/2010)

Figure 5.7: Present and Expected Networks between Tourism and Related Organisations



5.7.1.2 Building Social Capital through Village Committees

Presently, UNDP has been implementing programs for poverty alleviation in three hill districts of Bangladesh. The programs have had an implicit, as well as an explicit, impact on tourism development in this region. Moreover, the programs have been creating opportunity for the rural poor people to get involved in tourism-related businesses, with employment opportunity in hotels, restaurants, cottages, motels and guest houses also being created. UNDP does not implement any programme solely on its own in Bangladesh. It has undertaken programs jointly with the local government and NGOs, mainly for health, education, pure drinking water, sanitation and agriculture development. In addition, UNDP has a programme for empowering indigenous communities in the hill districts of Bangladesh. In doing so, the UNDP has plan has involved formation of rural committees in each indigenous village, induction of committee members to discuss regarding various problems in their areas and rural people are asked to find out possible solutions to overcome problems. Once village committee members identify their problems like sanitation, pure drinking water and road construction, UNDP extends financial, as well as technical, cooperation; they open a bank account to which UNDP can transfer funds which Committee members can use to solve identified problems. Locals are trained in how to maintain basic financial statements and rural indigenous people are empowered in terms of decision making. They solve many family issues such as marriage, divorce and land disputes also, thereby, ultimately, helping the villagers develop confidence in their own ability and trust of others.

Our objective is to make the rural people efficient in identifying problems, planning and take initiatives to solve the problems. In this way, we try to build up their confidence level.

(Interview No. 37, Personal Communication, 06/05/2010)

5.7.1.3 Farmers' Field School for Rural Network

Research participants believe that fruits, vegetables and a range of agricultural products can be supplied by rural poor farmers for the tourism sector. Moreover, this will increase opportunities to sell these items to nearby tourist destinations such as Cox's Bazar and the Port city of Chittagong. According to research participants, UNDP has opened a field school to provide farmers of the region with practical training. Agriculture system is quite complex in the hill regions in comparison with

land on the plains. Indigenous people in the hill areas confront a wide range of challenges for cultivation; getting land is a serious problem and it is infected by rats and insects that destroy crops. Moreover, once a crop is produced the land is abandoned for the next few years. In order to solve these problems UNDP has taken initiatives to develop the agriculture sector of the area.

5.7.1.4 Mobilizing Indigenous Community for Small Micro Tourism Businesses

According to some research participants, indigenous community leaders can have an intense influence on community people; an active influence of leaders has helped community people get involved in tourism-related small and micro businesses. Tourism-related small and micro businesses are comparatively new to indigenous communities in Bangladesh where agriculture is treated still as the traditional profession by them. Community leaders have been able to make locals understand about the prospects of their handmade garments and handicrafts and the personal relationship between community leaders and community people has helped many poor indigenous people supplement their income by selling their handmade garments and handicrafts to the tourist market.

Most of us were unemployed and poor and our community leader was very keen to do something for us. We gathered and discussed with our leader about how to utilise the opportunity. Then we decided to start handicraft business.

(Interview No. 07, Personal Communication, 05/03/2010)

5.7.1.5 Using Influence of Elected Members in Organising Rural people

Some research participants believe that involving private tourism organisations in tourism-related projects helps unlock working opportunities for rural people. Several research participants expressed the view that getting into a close relationship with rural people is a difficult task as they trust very few people. Although rural people hardly believe that government and private organisations can contribute to improving their livelihood, with the cooperation of NGOs and rural community leaders the Forest Department of Bangladesh Government has been able to solve this problem to some extent. While implementing a protected-area tourism programme at the national forests of the country, the Forest Department confronted the inhibitions of rural communities. However, along with the NGOs and rural community leaders, the

Forest Department tried to organise rural people by using the influence of elected members in those regions. They arranged frequent meetings and, with the help of the elected members, tried to make the local village people understand how forests can be used for tourism purposes and, hence, how to supplement their income through tourism-related small and micro businesses and employment. This required a long term effort also. However, as rural people have started realising this, the locals are cooperating to support organisations in order to implement the programme.

Meetings were arranged at Forest Department's guest house. Employees of Forest Department, NGO people and elected members of this area attended the meetings. Sometimes they arranged meetings in open field in the villages also. In this way we communicated personally with them. We had to pass near about two years in this way to build a relation with the rural people.

(Interview No. 17, Personal Communication, 23/03/2010)

5.7.1.6 Centralized Government Resources

In Bangladesh, government tourism-related departments are situated at the district level. As a result, beneficiaries of the departments are the inhabitants of comparatively well-off people in district towns. As most of the poor people in the country inhabit remote and rural areas, they are deprived of facilities provided by the government departments in district towns. Government cultural offices are situated in the district towns and town people avail themselves of training programs in music, drama, dance, arts and painting. Participants need not bear any expense for training as the government provides training subsidies. However, people in rural and remote areas do not even know about the government cultural departments and their training programs.

Our organisation has only one office in the district level. People who are living in the district level they can take the advantage of it only.

(Interview No. 33, Personal Communication, 26/04/2010)

5.7.1.7 Relation between NTO and Private tourism Organisations

Some research participants believe that the government tourism organisation programs for extending tourism-related training have had a positive impact on employment opportunities. Most employees of private tourism organisations do not have any institutional training. They have a lack of basic tourism knowledge. Moreover, owners of private organisations are reluctant to send their employees for

training. As most of the areas in Bangladesh have unemployment problem, private organisations can get new employees at a very cheap salary and wages. Also, jobs of the employees and staffs of these organisations are not permanent. However, managing the owners under these circumstances, NTO has been arranging training for employees and staff of private organisations in the beach tourism area of Cox's Bazar. Some research respondents mentioned that NTO has been using local newspapers to inform the private tourism organisations about the short training programs. In addition, the NTO authority has been communicating personally and trying to make the owners of the private organisations understand the necessity of such training. However, responses from the private tourism organisations are not satisfactory yet; the number of participants is still limited.

Our manager personally communicates with the owners of the hotels, motels, lodges, cottages and restaurants. We communicate with the local administration and media. We request them so that they send their workers to participate our training.

(Interview No. 29, Personal Communication, 24/04/2010)

5.7.1.8 Relation between the Ministries

Some respondents believe that the Tourism Ministry of Bangladesh is overwhelmingly dependent on the other Ministries. Communications about the country's tourism destinations are underdeveloped. Roads and highways are constructed and maintained by the Ministry of Local government and Communication. In inter-Ministry co-ordination meetings the Tourism Minister regularly raises this issue. However, the concerned Ministries rank the issues raised by the Tourism Ministry as important. Due to underdeveloped road communication, tourists are not interested to visit many places. Many small hotels and restaurants do not get visitors even in peak season. As a result, small and micro businessmen are not benefitted by being able to supplement their livelihood.

Main issue is transportation development. If you want to go to Kuakata from Dhaka, it will take two days. The road condition is extremely terrible. We are dependent on the Ministry of Local government and Communication. We often raise these issues but they hardly give priority.

(Interview No. 01, Personal Communication, 04/01/2010)

5.7.1.9 Rural Craft Persons, Folk Artists and Government Organisation Relations

According to research participants, the relationship between government tourism-related organisations and the rural craft persons/folk artists has opened an avenue for many poor craft persons and folk artists in Bangladesh. Rural craft persons get opportunities to come into contact with many handicrafts businessmen when they are invited by the government craft foundation. Craft persons are invited to participate in the annual folk festival arranged by the foundation authority. This creates opportunities for them to get orders for their craft items from handicrafts businessmen throughout the year. Similarly, the country's folk artists get an opportunity to perform at the time of festival. Media people, mostly from private television channels, come to see the performances of these folk artists and select them for television programs. Many folk artists have achieved name and fame as a result of participating in the folk festival, whereas previously they were very obscure and had too limited an income to maintain their livelihood before establishing a link with tourism-related organisations through the government crafts foundation. For this reason, folk artists get opportunities to perform and supplement their income through stage programs in different regions of the country.

Most of them are from rural areas. It is extremely difficult for us to find them out and invite in our yearly folk festival. Once they come in our programme, we enlist them. Many folk artists have become famous and now they perform in national media. Craft makers are also benefitted through our programme. Many craft businessmen come to our festival. Later on, a business relation is built up between them. Craft persons get order from them throughout the year.

(Interview No. 05, Personal Communication, 22/02/2010)

5.7.1.10 Relation between Private and Government Tourism Organisations

Owners of private tourism organisations believe that some government departments are not cooperative enough. Similarly, research participants also believe that they could contribute more in tourism development in some destinations of the country and, hence, alleviate the unemployment problem. Availability of land is one of the most critical issues in Bangladesh for the private tourism organisations. Private entrepreneurs are interested in investing in the tourism business provided they get the necessary support from the land department of the country. The rich and elite businessmen are able to invest by purchasing land. However, small and micro

tourism businessmen are unable to invest a huge amount in order to purchase land. The Government's land department does not allow small and micro tourism businessmen to do business on their unused land, even on a rental or lease basis to resolve the problem. Even in some small islands and tourist destinations there is a problem of ownership of land between the Land Department and the rural people, and the Ministry of Tourism is reluctant to take necessary steps in consultation with the Ministry of Land. Thus, the government land department has restricted tourism business in many destinations.

When we started our Saint Martin project, we faced problem. Government Land Department created problem first. Objection was regarding the land on which we were constructing the resort. Without checking records they stopped our work for one month.

(Interview No. 39, Personal Communication, 22/05/2010)

5.7.1.11 Media as a Catalyst for Network Development

According to some research participants, media has been playing a catalytic role in extending tourism benefits to many poor craft persons and folk artists in Bangladesh. As most craft persons in the country are poor and they inhabit rural and remote areas, developing a relationship between the craft persons, folk artists and tourism-related organisations is an extremely difficult task. Bangladesh Folk Arts and Crafts Foundation deliver its advertisements of the folk festival every year in local and national media such as newspaper, radio and television. Getting information from local and national media, many craft persons and folk artists participate in folk festival. As rural craftsmen are extremely poor and have limited access to the media, most craftsmen are excluded from the economic and social benefits provided by the Folk Art and Crafts Foundation of Bangladesh

It's a continuous process and we are following this every year. Craft persons are from different areas. Every year before festival we serve advertisement in national and local newspapers. We give announcement in television and radio also. Getting information from media, craft persons and folk artists participate in the festival.

(Interview No. 04, Personal Communication, 19/02/2010)

5.7.1.12 Favour from the Government for Tourism Development

Some research participants believe that the Bangladesh tourism industry needs more favourable tax benefits from the government. It seems that some government organisations are reluctant to patronize the private tourism organisations as an industry that has the potential to address poverty alleviation in the country. According to some owners of private tourism organisations, private tourism businessmen are in need of special consideration from sectors of the government; these include land allocation and tax rebate for some imported materials that are not produced locally.

Tourism should be considered as a priority sector. Unfortunately, we don't get any favour. We import equipment, transports and food items needed for the tourists. We don't get any tax rebate on these but we are earning foreign currencies.

(Interview No. 39, Personal Communication, 22/05/2010)

5.7.2 Political Network

5.7.2.1 Polarization of Government Tourism Programs

Indigenous inhabited areas are potential tourist destinations in Bangladesh. Development of infrastructure is of great importance for tourist development in those areas. However, tourism-related development projects such as road construction, availability of pure drinking water, health and sanitation programs are interrupted in those areas due to changes of government in the last two decades. According to the indigenous community leaders, when one government starts any project and cannot complete it within their tenure the project is stopped when the new government takes charge. In Bangladesh tenure of an elected government is five years. In the last two decades no political party has been able to rule the country for two consecutive terms. As a result, tourism projects that are started at the time of one government but not completed are stopped. The rural community's support for political parties is also considered when decisions are made on whether to continue an on-going project or abandon it.

When another political party comes in power, they think as these communities do not support us, what is the requirement of infrastructure development of this area. This is quite unfortunate.

(Interview No. 46, Personal Communication, 09/7/2010)

5.7.2.2 Land Dispute

There are some small coral islands in the Bay of Bengal with potential for tourism development. Most rural residents are poor and fishing is their only livelihood; tourism, then, can be an alternative source of income for these people. According to some research participants, private entrepreneurs are interested in investing in infrastructure development such as hotel, cottage, motel and guest houses. However, the government has imposed restrictions for establishing infrastructure on those islands. A land dispute between government and private tourism organisations is an unresolved issue in those islands. It creates a severe problem when entrepreneurs go to the banks for a loan in order to invest in infrastructure. This problem has extended over a long period of time and land rights in many areas of the islands are yet to be determined. As a consequence, rural people are excluded from economic benefits and remain trapped under extreme poverty.

No financial institution helps us. There is restriction in establishing infrastructure at Saint Martin from the Land Department. They claim that this is their land but we have record also. Banks are quite helpless. They are not giving us loan as there is land dispute.

(Interview No. 39, Personal Communication, 22/05/2010)

5.7.2.3 Need for Exclusive Tourist Zone

Most private tourism organisations have called for the small islands of the Bay of Bengal to be declared an Exclusive Tourist Zone (ETZ) and asked for a tax rebate for their businesses. Private organisations believe that they will be able to create more employment opportunities in this sector provided some facilities can be made available for the tourists. Along with ETZ they have been demanding the government extend tax benefits to tourist businesses. Private tourism organisations believe that the beach tourism destinations and a few small islands should be declared as ETZ and pursue members of the parliaments so that the government takes necessary steps in order to declare few destinations as ETZ. However, government is reluctant to consider the demands of private tourism organisations.

We have been demanding fort ETZ and we need that desperately. The decision is depending on the political parties.

(Interview No. 03, Personal Communication, 04/02/2010)

5.7.2.4 Political Pressure

Private tourism organisations experience unwanted situations such as pressure from local political leaders in the tourist destinations of Bangladesh. This seriously affects the tourism business. Local political leaders compel private tourism organisations to recruit only persons known to them.

Sometimes they create pressure to employ their known local persons. When we give advertisement for jobs, they request at that time. We consider their requests also.

(Interview No. 40, Personal Communication, 23/05/2010)

Moreover, political leaders force them to contribute financially at the time of party conventions. Some research participants from private tourism organisations feel that when different political leaders from a different party ask for financial contribution, their profit margin is shrunk significantly. According to them, the law and order enforcing departments do not take the necessary steps to stop these activities. They think that government departments are also affected by the political leaders.

The situation is deteriorating gradually. Politically motivated local leaders say that they are in power now and they need to conduct many programs throughout the year. They demand money from us. We are forced to give money otherwise; we will be unable to do our business smoothly.

(Interview No. 39, Personal Communication, 22/05/2010)

Whichever the party comes in power, they create problems. We are to manage them. The local administration also remains under pressure because of the ruling party.

(Interview No. 28, Personal Communication, 24/04/2010)

Some private entrepreneurs are facing barriers from the government offices as they are supporters of opposition parties. Some research participants believe that intervention by political leaders on private tourism organisations is still in a tolerable situation, but problems can be compounded in future. As a consequence, private tourism entrepreneurs may lose interest in investing in this sector.

I may have support for a political party. For this, I have to face a lot of problems. I try to overcome that by my own merit and capability.

(Interview No. 02, Personal Communication, 26/01/2010)

5.7.2.5 Support of Local Political Leaders

Most government projects need to be approved from the concerned Ministry; local government departments send the project proposals to the Ministry for final approval. Some research participants mentioned that recommendations of elected political leaders are of immense importance for final approval of tourism and related development projects. For this reason, government tourism organisations try to maintain good relations with the elected representatives. Tourism-related organisations invite the leaders on various occasions and before undertaking any programme, organisations seek suggestions from the elected representatives.

When we send any proposal to the Ministry, we take recommendation from the local elected representatives. It becomes very easy to get approval of the project if the local political leaders recommend.

(Interview No. 32, Personal Communication, 24/04/2010)

Despite the involvement of many political leaders in tourism projects, research participants are not sure that relationships and networks will be long lasting. Some research participants considered that once trust and confidence among local elected representatives, community leaders and leaders of political parties are broken the situation can be changed and hence tourism development can be affected badly.

Local representatives are included in that committee. In our organisation the representatives of all the parties are there. Till now we haven't faced any problem but I can't say about the future.

(Interview No. 45, Personal Communication, 08/07/2010)

5.7.2.6 Support of Multinational Companies

A few multinational companies are providing technical as well as financial support in tourism-related programs in Bangladesh. Multinational companies are more interested in supporting nature-based programs such as protected areas and wetland and marine life conservation-based projects. Multinational companies are interested in extending technical support such as establishing interpretation centres and dormitories in the protected areas. They supply signboards and posters to the NGOs and project implementing authorities in those areas also. Despite having the ultimate objective of creating corporate brand image, the support of multinational companies,

although very limited in scope and scale, helps develop nature-based ecotourism in Bangladesh.

We are going to establish interpretation centres near the national parks. Some companies have already financed here. They are helping us providing posters, signboards, direction signs and information brochures.

(Interview No. 48, Personal Communication, 11/07/2010)

5.7.2.7 Effect of Political Change on Government Tourism Programs

In Bangladesh a change of government affects tourism programs considerably; according to research participants, changes in on going tourism government programs are common when a new government comes into power. In most cases, government officials related to on-going tourism projects are replaced and, sometimes, the whole programme is abandoned without appraisal or rationalization. Some research participants indicated that each new government starts the programme again from the beginning, thereby creating illogical costs and additional time as well.

When a new government comes a lot of old things are removed and they start the same thing again. Actually, tourism development is a long term process and it is a big problem if the political system removes everything every time when there is a new party comes in power.

(Interview No. 41, Personal Communication, 24/05/2010)

5.7.3 Financial Network

5.7.3.1 Dependent on Donors

In Bangladesh most poverty alleviation programs through tourism development are revolving around nature conservation such as the national forests, wetlands and marine life. Local, national and international NGOs are the implementing organisations of these programs and, according to research participants, donors from foreign countries are the main sources of finance. NGOs are working in projects for poverty alleviation through nature-based ecotourism development. The key donor agencies in Bangladesh are USAID, the Australian Agency for International Development (AUSAID), CARITAS, Canadian International Development Agency (CIDA), Japan International Cooperation Agency (JICA) and the Norwegian Agency for Development Cooperation (NORAD). NGOs need to submit a project proposal to the donor agencies. If donors are interested in the proposals, they sanction money.

We don't have any income from our projects. We are totally dependent on USAID.

(Interview No. 48, Personal Communication, 11/07/2010)

Some European and Asian donor agencies provide finance to promote rural handicrafts; they are interested in empowering the rural and indigenous women by providing training in handicrafts through NGOs.

NORAD provided finance for the training programme. We completed our programme according to the budget which we submitted to NORAD.

(Interview No. 38, Personal Communication, 22/05/2010)

5.7.3.2 Condition by the Donors for Financial Support

Sometimes donor agencies do not give money to the NGOs until and unless the project is fully completed; in that instance, NGOs need to collect funds internally. Some NGOs have their own sources of income such as earnings from handicrafts export or micro credit programs. When donors do not provide finance at the beginning of a programme, NGOs use these sources in order to launch the programme. In such circumstance, NGOs need to confront challenges to be successful in implementing the programs. After getting a final report of successful completion of the programs, donor agencies reimburse money.

Our proposal was approved but fund was reimbursed after the completion of the programme. It was a challenge for us to complete the programme successfully.

(Interview No. 38, Personal Communication, 22/05/2010)

According to one interviewee, conditions from donors for the releasing of funds for tourism-related projects are quite challenging. Most local NGOs do have their alternative sources of income beyond donations. However, it is difficult for local NGOs to start or complete any programme by using their own fund initially and where the donors impose conditions on the releasing of funds.

This sort of condition from the donors is a problem. Many issues are related here. If cost is increased what will happen. Similarly, if the programme is stopped under a crisis situation how can we get money? We have alternative sources of fund but those who haven't will certainly be in trouble.

(Interview No. 38, Personal Communication, 22/05/2010)

5.7.3.3 Financial Network of UNDP

UNDP is one of the most dynamic international organisations contributing to poverty alleviation in Bangladesh. Most of its programs and projects are in the southern hill region of the country, in the areas of agriculture, education, health, sanitation, pure drinking water and indigenous empowerment. In implementing the above mentioned programs, UNDP depends on international donor agencies also. Their main source of funding is the European Commission. Moreover, international agencies such as CIDA and JICA provide financial as well as technical support. The Norwegian government also supports UNDP for the empowerment of indigenous communities in the hill areas of Bangladesh.

European Commission is our major donor, then CIDA of Canada, JICA of Japan, and the Norwegian Government. They provide supports in different areas.

(Interview No. 37, Personal Communication, 06/05/2010)

Despite the fact that UNDP has no programme directly related to tourism development, the programs are helping, directly and indirectly, the tourism development in the hill district regions of the country where infrastructure facilities for the rural people are underdeveloped. UNDP has been contributing to infrastructure development. As a result, rural people are getting working opportunities in hotels, restaurants and the rural transport sector. They are investing in tourism-related micro enterprises such as handicrafts, photo studio, restaurant and rural transport.

5.7.3.4 Micro Credit from NGOs and Banks

Financial relations between micro and small tourism businessmen and NGOs are widespread in Bangladesh and a limited number of specialised banks are providing credit facilities to rural people. Bangladesh Krishi²² Bank is one of the specialized banks providing credit to farmers for agriculture. Moreover, this bank is supporting directly or indirectly tourism-related informal sectors like handicrafts. Small and micro handicrafts businessmen have benefitted for such micro credit facilities by the NGOs and specialized banks. Most handloom weavers and craft persons are rural

²² Krishi is a Bengali word. English meaning is Agriculture

poor who do not have enough money to purchase raw materials. Small and micro handicrafts businessmen pay the craft persons and handloom weavers in advance so that they can purchase raw materials in order to continue production. Micro credit has helped solving this liquidity problem to a great extent.

First, I took two hundred thousand taka. I have decorated the shop. There are some weavers in our village and I have an agreement with them. I give them money in advance. They purchase raw materials and produce handmade garments and bring those to sell.

(Interview No. 21, Personal Communication, 28/03/2010)

5.7.3.5 Expansion of Business

Some research participants have been able to change their financial condition substantially utilizing the micro credit facilities of the NGOs. Initially, many businessmen started tourism-related business on a very small scale. However, gradually they have been able to diversify their businesses to a great extent.

It was the turning point of my life when I took ten thousand taka credit from Grameen Bank in 1997. I started conch made crafts business first. From that business I earned profit started fish business. I started supplying sea fish to the local restaurants, cottages, lodges and hotels. Now I have started this tour operating business.

(Interview No. 28, Personal Communication, 24/04/2010)

5.7.3.6 Need More Credit Support From NGOs

Despite benefits being available from the NGOs and specialized banks, a lot of poor people are yet to get benefits of micro credit programs of NGOs and specialized banks in Bangladesh. NGOs operate mainly in rural areas and, according to many research participants, micro credit service is not extended to every rural area in the country. Many rural poor are not interested in taking micro credit from the NGOs due to an excessive interest rate and brutal repayment conditions. Some NGOs do not allow enough time for the creditors to produce and sell items and, by this time, their weekly repayment instalments are started with interest. In the case of tourism-related business, seasonality is a critical issue for the businessmen; an issue not considered by NGOs. Many small and micro tourism businessmen that once availed themselves of micro credit are no longer satisfied with the system. Some research participants suggested they have lost interest in the system by observing the miserable condition

of their neighbours. However, the government specialized banks' interest rate is comparative lower than the NGOs, but they have very limited number of branches in rural areas. Moreover, official formalities in terms of collateral security, guarantor and terms and conditions for a loan are more complex than are those of the NGOs. Still, poor people do not think that they can get micro credit from the government banks. They believe that government and private scheduled banks are only for the rich and elite people and it is difficult for them to get access there.

Banks and NGOs don't want to realise our situation. Our business goes well in winter but rest of the year we cannot do well. They don't consider this at all. How will we adjust loan instalments if we don't have any income? Another thing is the interest rate. NGOs charge very high interest. Bangladesh Krishi Bank's interest rate is comparatively low but they are strict in collateral security.

(Interview No. 02, Personal Communication, 26/01/2010)

5.7.3.7 Non-Financial Support

Non-financial support from NGOs and government organisations has helped start-up businesses by the small and micro entrepreneurs in some destinations in Bangladesh. This kind of support includes building materials, small shop and eco cottage materials. The support has helped spur rural people's motivation to be involved in tourism-related small and micro businesses. As a result, self-employment opportunities have been created. According to some research participants around the national parks of the country, forest dependent people are given support in order to establish eco cottages, handicraft and small snack shops by the Nishorgo Support Project of the Bangladesh Forest Department. Support has contributed to the improvement of the financial condition of many people. The forest department's Nishorgo support has provided not only the material support but also promotional support of eco cottages and small shops. The Nishorgo Project has promoted cottages by providing information on their website. Getting information of eco cottages from the Nishorgo's website, many tourists contact the owners to stay there while visiting the national forests of Bangladesh. Realising success of the owners of the eco cottages many rural people have become interested in this type of business. However, the numbers of beneficiaries of such people are very limited. At present, the Forest Department has stopped extending material support to interested rural people due to their resource limitation.

They gave me support of materials worth ninety five thousand taka. I got this support for twice. Nishorgo Project assured us regarding customers. They assured us to help marketing these cottages also.

(Interview No. 17, Personal Communication, 23/03/2010)

The project people offered me first that they would contribute half if I could bear the rest. If anyone wanted to start a shop he might get help from the project. Many poor need to be helped in this way. If we could do this, it would be better for all of us.

(Interview No. 19, Personal Communication, 26/03/2010)

5.7.3.8 Government Financial Support for Tourism Programs

According to research participants, the government is the source of funding for the programs that are undertaken solely by government organisations. The government allocates funds for each financial year for these organisations. Also, some government organisations have their own sources of income that can be used for further development of their organisation. Moreover, at the time of annual budget, allocation of funding is determined according to the need of the organisations and these organisations are independent to some extent in terms of tourism programs and budget for tourism development as they have their own sources of income.

We prepare budget for festivals every year. Government has contribution here. Rest of the amount is managed from our own income.

(Interview No. 05, Personal Communication, 22/02/2010)

5.7.3.9 Bureaucratic Complexity for Raising Fund

However, government organisations that do not have their own income sources depend fully on allocation of budget from the central government; thus, cultural organisations of the government do not have any source of income of their own. Some research participants mentioned that they are not allowed to take fund from any source without prior approval of the concerned Ministry. Research participants believe that government departments could contribute to tourism development provided they could be allowed to take funds from the donors directly for tourism development programs.

Trainers are government staff and they get salary from government. The whole budget comes from the government fund. As it is a government

organisation, we cannot take any financial assistance from any other organisations without the consent of the concerned Ministry.

(Interview No. 32, Personal Communication, 24/04/2010)

5.7.3.10 Self Dependency and Tourism as Source of Fund

Interviewed research participants from local government departments believe that they will not be funded for development projects from the donors for an unlimited time period. Keeping this idea in mind, government departments are challenged to find their own sources of income in order to continue development programs in their areas.

Obviously we will be able to run our projects using our own fund. Even if the government or international organisations does not support, we believe that we will be able to continue various development programs from our own income sources.

(Interview No. 34, Personal Communication, 26/04/2010)

Most development programs in the hill districts are financed by donor countries and agencies. Local government departments in the hill district areas have appointed consultants to find out possible funding sources for future development programs. They have considered tourism as one with potential in the hill areas. Moreover, local government is keen to identify and utilise potential sectors in order to raise their own funds that can be used for development purposes without encouraging donors to stop their funding. Some participants believe that tourism is one sector that can generate funds for the local government, so consultants have been appointed in order to identify possible funding sources in hill districts in this regard.

We have appointed foreign consultants not only for Bandarban but for the entire hill areas. They will find out the possible sources of fund. From the beginning you are talking about tourism. We are strongly thinking that tourism can be a good source of our income.

(Interview No. 34, Personal Communication, 26/04/2010)

5.7.3.11 Personal Investment

Some research participants reported that tourism businessmen have utilised their savings while starting a business. Mostly, the small and micro tourism businessmen have started business with a limited scope. Due to the excessive interest rate and complex loan repayment conditions they have opted to invest their own money

instead of depending upon NGOs and banks. They have invested the profit they have earned from their initial business. However, the numbers of such businessmen are very limited.

I have established this personally. No bank or organisation has given me financial support. I haven't thought to take bank loan. I am investing whatever I am earning.

(Interview No. 02, Personal Communication, 26/01/2010)

My income wasn't enough. I started my own tea stall. The daily income from my own stall was really insignificant but every day I used to save from that. Later on I have invested all my savings in establishing this seven colour tea stall.

(Interview No. 18, Personal Communication, 25/03/2010)

5.7.3.12 Special or Priority Sector for Financial Network

According to private tourism entrepreneurs, until recently tourism businesses were not considered as part of the small and micro enterprise sector by the banks and financial institutions. Private tourism enterprises have been asking the central bank and other government organisations to consider tourism under the small and micro sector because in Bangladesh the small and micro enterprise sector enjoys some extra facilities in terms of interest and credit conditions from the commercial banks.

Small and micro enterprise sectors capture 80% of an industry in our country. It is not exceptional for tourism also. In Bangladesh tourism small and micro enterprise are also capturing 80% of this industry. In our country those who deal economic activities institutionally they may not have knowledge regarding tourism small and micro enterprise sector.

(Interview No. 03, Personal Communication, 04/02/2010)

5.7.3.13 Tourism as a Refinancing Sector

However, recently the central bank authority decided to consider tourism businesses as under the SME sector. Nevertheless, private tourism organisations expect that they will be unable to contribute much in tourism development until and unless government allows the country's central bank and other commercial banks to change the refinance policy. At present, the central bank does not have the authority to refinance 100% against any loan for tourism-related business.

Bangladesh Bank²³ has incorporated tourism in re-financing sector. At least they have given the recognition. Now another issue, how much they will finance here. Bangladesh Bank has some limitations. As this is a growing sector, we want 100% re-finance opportunity. Unfortunately, Bangladesh Bank has not power to do that. This power is in the hand of the government.

(Interview No. 03, Personal Communication, 04/02/2010)

5.8 Barriers that Exclude the Rural People of Bangladesh from Tourism Development Benefits

According to the research participants the rural poor and indigenous communities are excluded from tourism development benefits for a wide range of barriers (see Figure 5.8). In this section the barriers that exclude them from tourism benefits are discussed.

5.8.1 Inadequate Government Support

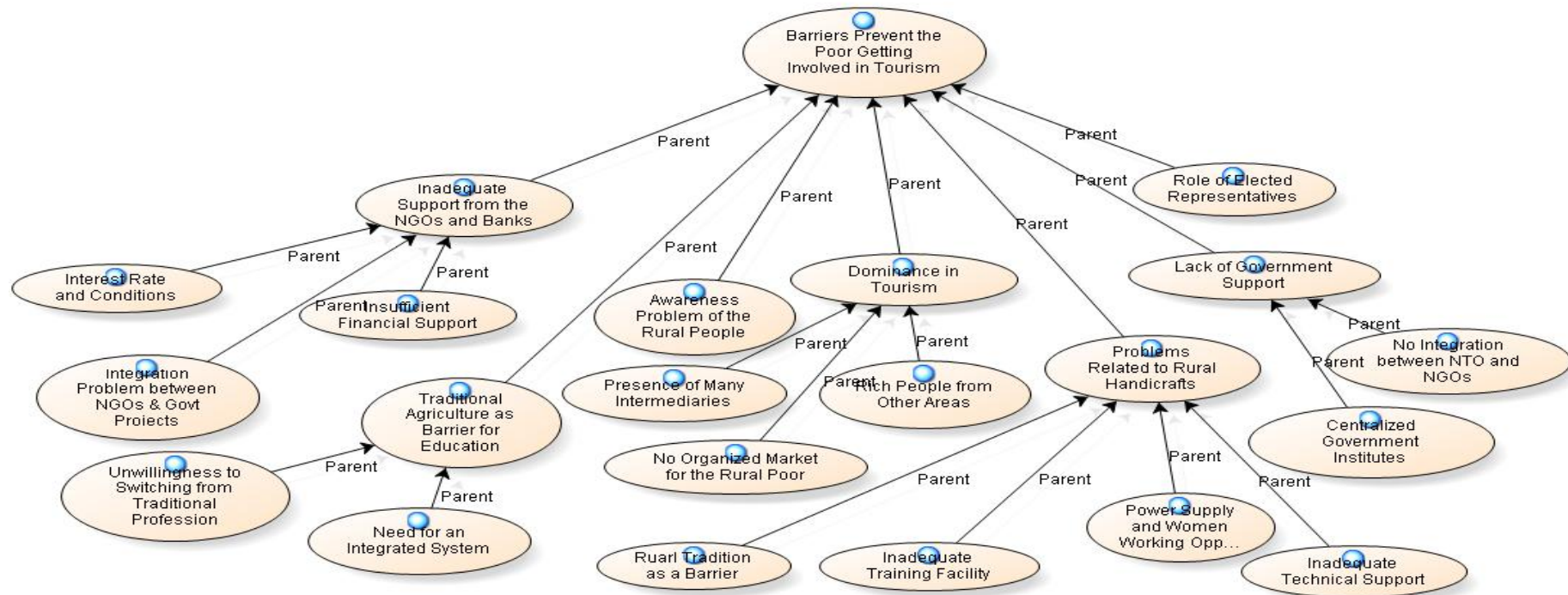
Inadequate support for infrastructure development in rural areas is considered as one of the major barriers to the rural poor getting involved in tourism. According to the research participants, power and water supplies are quite insufficient in the rural areas. Due to the scarcity of pure drinking water, it is not uncommon to hear of cholera, diarrhoea and dysentery outbreaks in rural areas of Bangladesh. This discourages tourists from visiting rural areas in the country. Moreover, road transport in most rural areas is underdeveloped. People cannot bring their produced items easily to urban markets due to underdeveloped road transport. As a consequence they have a reduced opportunity for getting involved in tourism.

Moreover, rural people tend to be illiterate. They do not know how to take out loans for small and micro businesses from the banks. A few government offices such as, Government Cooperative Society and Office of Youth Development have been functioning in the rural areas to extend training and financial cooperation. Bangladesh Krishi²⁴ Bank has been operating in some rural areas to provide finance to the agriculture sector. As rural people are mostly illiterate, they do not know the necessary and official formalities needed in order to get loan. Government offices and financial institutions are not simplifying loan sanction formalities for the rural people.

²³ Central Bank of the People's Republic of Bangladesh

²⁴ A Bengali word. English meaning is 'Agriculture'

Figure 5.8: Thematic Map of Barriers that Prevent the Poor Getting Involved in Tourism



In addition, rural people need places in order to operate small and micro businesses. They do not have their own work places for operating businesses; at present they use government land but do not know the official formalities for leasing government property. These are considered as major barriers that exclude rural poor from tourism benefits.

According to one of the research participants:

We have electricity, water and transportation problem. We have been communicating local government departments for many years to solve our problems. In a few areas government is taking steps for solving water and transportation problem but that is not adequate. Electricity problem is severe in our area. We cannot work after evening.

(Interview No. 20, Personal Communication, 27/03/2010)

Some research participants expect supplies of raw materials from the government in order to continue regular production of their crafts and handmade garments. Weavers need raw materials regularly. Supply of raw materials is not regular in the market and hence fluctuations in price are common. Weavers face a serious problem when price of yarn and dye increases. They need to buy raw materials in a high price but cannot sell their products at a reasonable price; as a result, they cannot earn the expected profit. Weavers expect support from the government department for regular and consistent supply of raw materials. Bangladesh Handloom Board is a government organisation working to promote the handloom weavers of the rural areas, but this department does not work for supplying raw materials to the weavers.

Price of the raw materials increases suddenly and we are bound to purchase at a higher price. Buyers of our products do not want to give us reasonable price. If government ensures supply of raw materials and other supports, it would be very helpful for us. Government Handloom Department can easily help us, but they don't do that.

(Interview No. 08, Personal Communication, 06/03/2010)

5.8.1.1 Absence of Joint Effort by NGOs and NTO

According to research participants, absence of joint effort by NGOs and NTO is a barrier to help create opportunities for the people in the rural areas of Bangladesh; e.g., in some rural areas NGOs have some projects of infrastructure development such as pure drinking water, health services, sanitation and training on crafts and

handmade garments. However, NTO has been concentrating more on food and accommodation businesses in those areas. People would have more opportunity in tourism-related activities provided the NTO would work jointly with NGOs. According to one of the executives of an NGO:

We are exploring tourism opportunity in this area. We are giving training to the people for craft items. NTO hasn't any programme like us. NTO is doing business of food and accommodation but they should think about the poor also.

(Interview No. 38, Personal Communication, 22/05/2010)

5.8.1.2 Centralized Government Institutes

Insufficient government support is considered as one of the major barriers for the rural poor getting involved in tourism. According to research participants, government cultural institutes are located in the district town level and, as a result, people of the district towns are getting benefits of such institutes. People staying at rural and remote areas are not getting such benefits:

Institutions are situated in district towns. People living in district towns can avail the opportunities. People of remote and rural areas are not getting these facilities.

(Interview No. 33, Personal Communication, 26/04/2010)

5.8.2 Inadequate Support from the NGOs and Banks

The role of NGOs relevant to the management and operation of tourism initiatives, particularly in rural areas of the developing country, is significant. However, support from the NGOs in terms of building social capital, micro financing, training and infrastructure development is quite inadequate in the context of rural Bangladesh. The support of government operated banks is also inadequate in terms of scope.

5.8.2.1 Insufficient Financial Support

According to research participants, rural people need capital to start small or micro businesses; they need a shop in which to operate their business. Some people expect support not in financial form but in kind. Country boats, three wheelers and vans are very popular local transport modes in the tourist areas. Usually, rural poor people operate these in tourist season in order to supplement their income. Most do not have their own transport. They take these on a rental basis from the owners. It is beyond

their financial capability to purchase boats, three wheelers or vans. They expect support either from the NGOs or government organisations. If they are given boats, three wheelers and vans in the tourist season, they can adjust loans operating on the vehicles, and use the transport to supplement their income. Support by NGOs and government financial institutions are inadequate in this regard. Two banks, namely Bangladesh Krishi Bank and Cooperative Bank, have been operating in the rural areas of Bangladesh to help rural people. Still the banks have failed to extend services in most of the rural areas of Bangladesh. Even NGOs have failed to provide micro lending facilities in most of the rural areas of Bangladesh. Inadequacy of financial and non-financial support by NGOs and government financial institutions is a significant barrier for the rural poor getting involved in tourism-related activities.

There is demand of country boat in winter because tourists like to visit wetlands by boat. We cannot buy boat because that is very costly. We rent that from the owners. They charge very high rent. Our income remains least after paying rent. This is a problem for us. If NGOs would manage to give us boats in loan, we could earn more and we could adjust loan gradually. One day we could become owners of the boats.

(Interview No. 09, Personal Communication, 07/03/2010)

People have no money to start business. They have good intention but due to financial problem they cannot do it. They cannot open a shop, a transport business or buy a micro bus. If our government banks arrange loan, they can do many things.

(Interview No. 29, Personal Communication, 24/04/2010)

Bangladesh Krishi Bank has given me loan. The amount is quite insufficient than the requirement. I need more money to decorate my shop and collect more items from the weavers.

(Interview No. 21, Personal Communication, 28/03/2010)

Rural people haven't minimum capital to start any business. They don't have access to the banks to get loan very easily. Banks have imposed many conditions for loan. Even NGOs are not coming to help these people. I think banks and NGOs can do many things for the poor people.

(Interview No. 25, Personal Communication, 23/04/2010)

5.8.2.2 Interest Rate and Conditions

According to research participants, interest rate and repayment conditions imposed by the NGOs for micro credit discourage rural people from taking loans. Rural people think that repayment conditions imposed by the NGOs are extremely brutal. NGOs never consider whether they are able to produce and sell their products or not, or whether they need to adjust weekly instalments as scheduled by the NGOs. Many who have availed themselves of micro credit from an NGO, considers it as a serious burden if they need to adjust the loan amount by weekly instalments. They also think that the interest rate for micro credit is very high. They believe that they do not benefit from micro credit facilities provided by the NGOs because of the present interest rate and instalment conditions. It takes at least three or four weeks to produce handicrafts and handmade garments by the craft persons or weavers from loan disbursement, but NGOs do not allow sufficient time for the weavers to produce final products and sell them in the market. This has become a significant barrier for the rural poor and, hence, they are gradually excluded from tourism development benefits in rural areas.

Some NGOs are giving micro credit but their instalment condition is brutal. Even if anyone dies, instalments of the NGOs are to be paid. Whether one is having food or not doesn't matter, he will have to adjust the instalments. For this reason, we don't take loan from the NGOs.

(Interview No. 10, Personal Communication, 08/03/2010)

It takes at least one month to produce items since we receive the loan. By this time, the interest is accumulated already. Weavers take loan in 13% interest rate. It takes at least 15 days to process the yarn. Weaving is not done in machine but in handlooms. So, production is time consuming. It takes time to get final products. By this time, loan amount is increased with interest. This is a big problem for the weavers.

(Interview No. 46, Personal Communication, 09/07/2010)

I cannot bear the interest rate of bank loan. For this reason, I am far away from the full implementation of this project. This picnic spot would be decorated and developed more if I would get loan in a lower interest rate.

(Interview No. 02, Personal Communication, 26/01/2010)

There are NGOs such as, BRAC²⁵, HEED²⁶ and ASA²⁷. Women become busy to adjust instalments every week. I think, it as a burden. Loan is an extra

²⁵ Bangladesh Rural Advancement Committee

responsibility and burden. For that reason, I don't take loan from NGOs because I am worried about the weekly repayment.

(Interview No. 11, Personal Communication, 09/03/2010)

Now BRAC and Grameen Bank²⁸ are giving micro credit to the rural people. Their interest rate is very high. After adjusting loan with interest, almost nothing is remained. If anyone fails to repay an instalment, burden is increased more. Still people are taking loan from them because they don't have any alternative.

(Interview No. 07, Personal Communication, 05/03/2010)

NGOs are giving us loan. The receivers are to pay instalments weekly. It is not possible for the poor people to give instalment every week. If it would be monthly or half yearly, it would be better for them. They will be able to adjust instalments only when their earning will be started. Otherwise, they will be in trap.

(Interview No. 15, Personal Communication, 21/03/2010)

5.8.2.3 Integration Problem between NGOs and Government Projects

An absence of coordination between the government projects and the NGOs is considered to be a barrier to the rural poor becoming involved in tourism. Government departments have some projects for nature conservation as well as rural development in Bangladesh. In order to ensure sustainable development in rural areas, the role of NGOs along with government projects is inevitable. However, in Bangladesh the integration problem is common between government projects and NGOs. According to research participants, government projects function for a short term while NGOs are there for a long time. People expect financial and non-financial support from the NGOs along with government infrastructure development or nature conservation projects. Research participants believe that they benefit more provided the government projects and NGOs would work jointly for them:

It would be better if NGOs would come also when Nishorgo Project started their work. We tried to take loan from the NGOs for building cottages but they didn't come forward. At last, I took loan from the Islamic Bank keeping my grocery shop as mortgage. We are living in rural areas and except land we don't have cash. We face problem when we need money for starting any business.

²⁶ Health, Education and Economic Development

²⁷ Association for Social Advancement

²⁸ Specialised rural bank in Bangladesh established by the Noble Laureate Dr. Muhammad Yunus

(Interview No. 17, Personal Communication, 23/03/2010)

5.8.3 Dominance in Tourism

The existence of many intermediaries and rich people from the country's other areas are considered as a major barrier for the rural people of Bangladesh; a barrier that prevents them getting involved in tourism.

5.8.3.1 Presence of Many Intermediaries

According to research participants, rural people have limited access to the tourism-related industries. Hotels, restaurants, cottages, resorts and guesthouses need a large quantity and variety of food items; the sources of vegetables, fish, poultry and dairy food products are mainly the rural areas in Bangladesh. The presence of many intermediaries between producers and customers is a barrier for the rural people; they are unable to sell their produce directly to the tourism-related organisations. Rural people usually bring agricultural products to the nearby markets and intermediaries buy the goods and sell to other intermediaries or to the district level markets from where the tourism-related organisations buy the products. Producers hardly get an adequate, proper price for their agricultural produce whereas intermediaries make a maximum profit. Research participants expect government intervention in reducing the dominance of intermediaries. Tourism related-organisations think that they will be able to purchase fresh agricultural produce directly from the growers at comparatively lower prices provided dominance of the intermediaries is reduced:

There are many intermediaries between the producers and the customers. Profit is made not by the farmers, rather; by the intermediaries. Price of vegetables and other agricultural items are increased also as intermediaries are desperate to earn profit. They are so united that we haven't any alternative except buying from them. Government must be active in limiting the dominance of these intermediaries.

(Interview No. 26, Personal Communication, 23/04/2010)

We are planning to collect handicrafts directly from the producers. If we could do this, craft persons would get fair price. If producers would get fair price for their items, they would not stay in poverty.

(Interview No. 04, Personal Communication, 19/02/2010)

There are local growers. A lot of intermediaries are there also. These growers cannot reach us directly. The intermediaries take the maximum

benefit. If the growers could reach us, they would be financially benefited more.

(Interview No. 26, Personal Communication, 23/04/2010)

5.8.3.2 Rich People from Other Areas

Research participants realise that due to the dominance of rich people from other areas, rural people's involvement opportunities in tourism have been decreasing significantly. The North-Eastern region of Bangladesh is surrounded by forests and rural areas where potential for nature-based eco-tourism and rural tourism is substantial. Rural people have started eco-cottage businesses in those destinations with the cooperation of Forest Department's Nishorgo Project. Small restaurants are also operated by the rural people. Eco-cottages and restaurants are becoming popular for both domestic and foreign visitors. Realising the prospects of accommodation and restaurant businesses, rich entrepreneurs from the capital city and nearby districts have started constructing hotels, cottages, guest houses and restaurants in those areas. However, as rural people are not well off financially, they are unable to compete with the rich entrepreneurs. Thus, there is possibility of economic exclusion of rural small and micro entrepreneurs from tourism development.

Once there was no hotel or cottage here. First, I started cottage business. IPAC²⁹ helped me by supplying bamboo, wood and other building materials. Then some other rural people became interested and started this business. Some of us started tea stalls and restaurants in small space. We were earning well. Now investors from Dhaka are building resorts, hotels, cottages and restaurants. To them we are nothing. In future it will be impossible for us to compete with them.

(Interview No. 17, Personal Communication, 23/03/2010)

5.8.3.3 No Organised Market for the Rural Poor

According to research participants, the absence of organised markets such as cooperatives is a major barrier for the rural people getting involved with tourism in Bangladesh. As rural farmers are not well off financially and have no knowledge about tourism-related organisations, it is difficult for them to establish direct relation with them. Research participants suggest forming cooperatives of the rural farmers.

²⁹ Integrated Protected Area Co-management, A US-sponsored NGO working for forest conservation in Bangladesh.

This will help raise their bargaining power and hence overcome the dominance of intermediaries.

Farmers cannot do anything individually. They can form an association. They should select their members for their association. Then they should gather their items in their association. On behalf of them, the association members can contact directly with the hotels and restaurants. In this way they can get reasonable price. If farmers are not aware about their rights, nobody will raise voice for them.

(Interview No. 28, Personal Communication, 24/04/2010)

5.8.4 Awareness Problem of the Rural People

According to research participants, rural people hardly are aware of tourism and its related organisations. Illiteracy is considered as one of the major causes of a lack of awareness. Rural people cannot even think that their farmlands, farming processes and rural lifestyle can be of interest to others, let alone to tourists. Some research participants noted that rural people do not want to take employments in hotels, restaurants and guesthouses because their lack of awareness translates into disinterest in tourism.

People of this area are not aware of tourism. They don't even think that employment in tourism would be a good job. They do businesses in other sectors. They feel comfort over there. If we can make them aware and explain properly of the potentials of tourism, they will be interested in this sector.

(Interview No. 26, Personal Communication, 23/04/2010)

Main barrier is lack of awareness or lack of tourism knowledge. It is difficult for anyone to become interested in any sector where he/she doesn't have any knowledge. People have limited or no knowledge regarding tourism. Someone will have to take this responsibility. Otherwise, we cannot expect any good result.

(Interview No. 31, Personal Communication, 24/04/2010)

They don't have knowledge about tourism. There are lots of people of this area who don't know what tourism is. This is because of the low literacy rate among rural people.

(Interview No. 29, Personal Communication, 24/04/2010)

I don't think that the rural people would understand that tourism is a sector. They believe that the land which they have is just farmland. They don't have any idea to use this land for tourism purposes. Maybe they see a hotel and go

there and ask - can I work here? It is not because of tourism but because it is there. First, we need to give them idea about tourism.

(Interview No. 41, Personal Communication, 24/05/2010)

In most rural areas handicrafts such as pottery, bamboo and cane-made crafts and handmade garments are produced by the rural people to meet their daily needs; they do not consider everyday craft items as being in demand from tourists. Some research participants also notice that an insignificant change in the style of the crafts can create a huge demand from tourists. Rural people are completely unaware about the prospects of their crafts.

I don't think that rural people who are already making potteries have knowledge that the tourists actually would like it. Most of the rural pottery makers don't know that these could be sold to the tourists. May be they need to ask the tourists what kind of style tourists would like. Do they like as it is or need change in design? Do they like a smaller or medium or large size? These are very important to know. So, may be there need to be some help from somewhere. Building awareness is the key issue here.

(Interview No. 41, Personal Communication, 24/05/2010)

It is evident that not only are rural people unaware of the potential of their handicrafts but also the tourism-related organisations have limited knowledge regarding the potential of rural-crafts items. According to research participants a central organisation under the government should endeavour to make rural people aware of, and involved in, tourism. Some research participants expect initiatives from the local municipalities, universities or NGOs to make the rural people aware of the tourism potential of their handicrafts.

One organisation will have to play the key role. It can be the universities or NGOs or the Mayors of the local municipality or the NTO. Tourism could be the way to sell their handicrafts. This would be the way to increase income of the poor people and improve their livelihood. I don't think people would realise it. Not only the rural people but also other people such as the tour operators and the Tourism Ministry are not aware of potentials of tourism industry in Bangladesh.

(Interview No. 41, Personal Communication, 24/05/2010)

According to research participants simple and informal training for the rural people would assist greatly in developing an awareness of the benefits of tourism. Rural people can be given training on cooking and how to prepare rooms for the tourists.

Let me give an example of home stay. Though it is small in size ultimately it includes all the components of hotel management. You need not to teach them overall hotel management. For home stay, they need to have the minimum knowledge regarding housekeeping such as, how to prepare the bed and room. The main gap is knowledge gap. If these can be provided, it will work. If you teach them how to cook, they will cook.

(Interview No. 03, Personal Communication, 04/02/2010)

5.8.5 Problems Related to Rural Handicrafts

The relationship between traditional handicrafts and tourism is common in many countries; tourists like to purchase crafts as souvenirs. Similarly, crafts are considered as an income generation opportunity for the many people associated with the craft trade to tourists. However, in Bangladesh, crafts are usually produced by the rural people. According to research participants, the country's fine arts and crafts related educational institutions have no relationship with rural craft persons. As a result, craft persons of rural areas are not getting benefits from the tourism development in the country despite its potential. As argued by research participants, rural people are illiterate; they have little knowledge about the design and style of crafts items that can be presented more attractively. Research participants expect support from the country's educational institutions related to fine arts and crafts for rural craft persons:

They produce crafts for their own use. They don't bother too much about the design, colour and style. This is a problem. They need to improve in design and style. There is no linkage between the craft persons and designers. We have fine art colleges and departments in our public universities. Students don't know that most of the craft persons of our country are from rural and remote areas. Craft persons also don't know whether they can get any support from these institutes.

(Interview No. 38, Personal Communication, 22/05/2010)

In addition, problems related to training, power supply, culture and technical supports are evident as helping spur barriers that prevent rural people getting involved in tourism.

5.8.5.1 Power Supply and Women Working Opportunity

Self-employment opportunities, in terms of producing handicrafts by the rural women, can be of immense potential in Bangladesh. According to research participants, rural woman are skilled enough in producing crafts even though most

have not completed a formal education and rural culture does not allow them to work in any organisation. Mostly, they are busy in maintaining their families in the home and, at leisure time, making handicrafts and handmade garments. Due to insufficient support from the government organisations and NGOs, women's self-employment opportunities cannot be utilised in rural Bangladesh:

There are many unemployed women in every village who couldn't complete education. Most of them are skilled in weaving and handicrafts making. After completing household works they could easily make crafts and handmade garments. They could contribute more, but due to power supply problem they couldn't do that. We haven't power supply also in our village. Otherwise, rural women could contribute substantially in this sector.

(Interview No. 47, Personal Communication, 10/07/2010)

5.8.5.2 Inadequate Technical Support

The absence of technical support is a common barrier for weavers wanting to realise benefits from their traditional handmade garments. Most research participants think that they are using very traditional production processes; they are using hand and back looms for making traditional garments that require time to produce. Costs also increase as the time for production increases. They believe if power looms can be obtained, the process would be faster, prices would be reasonable and selling would be more profitable. According to research participants, there is no initiative from the government organisation to introduce new technology in this sector. Craft workers also realise that it is difficult for them to compete with others who are already using new technology.

Our designs are handmade. Weavers need to work hard and now they are telling if machines can be replaced, it would be easier for them. They would be able to produce more garments in short time.

(Interview No. 21, Personal Communication, 28/03/2010)

Looms are very traditional and very slow also. It takes three days for two persons to weave a garment. If this can be done in one day, it would be profitable for them. The looms should be modernized.

(Interview No. 07, Personal Communication, 05/03/2010)

5.8.5.3 Rural Tradition as a Barrier

People in rural areas produce crafts for their own use and sometimes give items to

their relatives and friends as gifts. It is beyond their imagination that such items are in demand from tourists, nor do they think about earning money by selling their craftwork; this is a part of rural tradition or culture in some rural areas. According to research participants, although there are opportunities for getting involved in tourism-related activities, traditional thinking is a barrier for the rural people when it comes to generating income.

People make crafts for their own use. Sometimes they use these for symbolic social exchange. For an example, they make baskets using bamboo and cane to give that as gift to others. They never think of earning money selling crafts. We will have to change their mentality so that, they can earn by selling these items in the market. Definitely, they will be financially befitted once they are able to understand this.

(Interview No. 37, Personal Communication, 06/05/2010)

5.8.5.4 Inadequate Training

The lack of adequate training facilities is a major barrier to rural craft persons developing and maintaining good quality craft products with attractive designs. According to research participants, rural craft persons are not skilled enough to make attractive designs. Research participants admit that craft persons are creative and can produce crafts of the same design when asked to do. Research participants suggest that the creativity of craft persons can be enhanced by arranging more training for them. This will help them make quality crafts for the tourists. However, the change in design of the rural crafts can lead to cultural exclusion as well.

I am doing this business for last two years. I know better about them. Our craft persons are very creative. When I suggest them to make a particular design or improve the quality, they can do it. Now they are following their own design and style. If training could be arranged for them, it would be very helpful. They could improve the quality and design.

(Interview No. 22, Personal Communication, 04/04/2010)

5.8.6 Role of Elected Representatives

As elected representatives have influence on rural people, their role is of significant importance to help them become aware of tourism. However, the current role of elected representatives in this regard is not encouraging. According to research participants, leaders can help the rural people become more aware of the potential of tourism and assist rural people get loans in easy conditions and official formalities.

Parliament members can promote their respective areas for tourist destinations. Research participants believe that if parliament members initiate tourism development in their own areas, people will be motivated to get involved. Moreover, elected representatives can initiate infrastructure development to help commence tourism development.

We have elected members in our sub-district and unions. They can help us in many ways. They can convince the NGOs and banks to reduce interest rate and relax conditions. Still we haven't seen this sort of initiatives from them.

(Interview No. 21, Personal Communication, 28/03/2010)

Awareness is very essential. Local political leaders and elected representatives can do something in building awareness because they have influences on the poor people.

(Interview No. 30, Personal Communication, 24/04/2010)

5.8.7 Traditional Agriculture as Barrier for Education

In the Southern part of Bangladesh, traditional rural agriculture is considered a barrier for the education of rural children. According to research participants, agriculture is a major cause for the high dropout rate from schools. As a consequence, most rural children remain illiterate and unaware of tourism.

It takes six months for Zhoom³⁰ cultivation in the hill areas. People need to stay at farmlands from cultivation to harvesting. They make temporary houses over there which are called Zhoom Houses. At the time of Zhoom cultivation, rural people leave their usual living areas and stay at Zhoom houses. They take their children with them. Children are detached from education for six months. It's a serious problem for their study and at one stage they are dropped out from schools.

(Interview No. 34, Personal Communication, 26/04/2010)

5.8.7.1 Absence of Integrated Effort

According to research participants, the school dropout rate is a serious problem in their areas; the lack of awareness of tourist benefits among the rural young generation is an integration problem for the government, international organisations and NGOs. These groups should work together to make hostels and supply food for

³⁰ A traditional cultivation process in the Southern hill areas of Bangladesh. Rural people cut and burn the hill forests for preparing agriculture land. Crops are grown for one time and land is abandoned for many years.

students so that they can continue their study while their parents go for traditional Zoom cultivation. This can restrict social exclusion of rural poor and indigenous communities substantially.

Every year approximately five thousand students are dropped out from the primary schools. We have been trying to do something about this. We are trying to discuss this issue with the World Food Programme. If the WFP can support food for these students, it would be very beneficial.

(Interview No. 34, Personal Communication, 26/04/2010)

5.8.7.2 Unwillingness to Shift from Traditional Agriculture

Agriculture is the main occupation of the rural people and they are fearful of shifts to their traditional occupation. In rural areas where tourism development is taking place, many people think that they will be unable to compete with the existing businesses. Many rural people do not even want to take the risk of doing tourism-related small and micro business activities. As a consequence, rural poor and indigenous communities are excluded from economic benefits derived from tourism. According to one interviewee:

Rural people mostly depend on agriculture because this is their tradition. They feel fear shifting from their present livelihood means. They don't want to take risk. They think that they will be unable to compete with the other businessmen. This is a significant barrier.

(Interview No. 48, Personal Communication, 11/07/2010)

5.9 Chapter Summary

The findings emerged from the interview responses have been outlined in this chapter. At the outset barriers for tourism development in rural Bangladesh have been discussed. Prospects for tourism development in rural areas such as nature-based ecotourism, handicrafts, indigenous inhabited areas and potential for tourism-related small and micro enterprises development in rural Bangladesh have been discussed. Links between stakeholders such as government organisations, NGOs, NTO, UNDP, private tourism organisations and the rural poor living under extreme poverty have been discussed. The reasons present relations among the stakeholders have not been working for the benefits of the rural poor and indigenous communities

have been outlined in this chapter. In this regard, the roles of stakeholders such as government organisations, NGOs, NTO, international aid agencies, private tourism organisations and community leaders for tourism development and rural extreme poverty have been discussed. The present programs of these stakeholders undertaken solely or jointly and the personal, financial and political networks that have been working in each programs have been presented. Finally, the barriers that exclude the rural poor and indigenous communities from tourism development benefits have been outlined.

CHAPTER SIX

Discussion of Findings

6.1 Introduction

In this chapter the implications of findings described in previous chapter are discussed. Substantial evidence is found in relation to the barriers for tourism development in rural Bangladesh. Similarly, numerous institutional barriers are documented that exclude the poor people and indigenous communities of rural areas from tourism development benefits and hence remain stuck in extreme poverty. In utilising the opportunities for the development of tourism, the roles and responsibilities of concerned organisations are outlined. Finally, the model is presented in order to understand the nexus between tourism development and extreme poverty alleviation in context of rural Bangladesh.

6.2 Tourism Development Barriers

Infrastructure in the form of accommodation, transportation and public services are necessary essential in order to ensure tourism development (Williams 1998). As tourists need to access transport infrastructure, local road and rail transportation development should allow the tourists to gain good circulation within the destination areas (Khadaroo and Seetanath 2007). Accommodation development should also be ensured in accordance with the diversified tourist demand. Public utilities such as water supply, sanitation, electricity, health services are essential underpinnings for tourism development (Williams 1998).

However, tourism development in rural Bangladesh is also dependent upon the availability of some basic requirements that include sufficient infrastructure, planned development, sharing knowledge between the tourism-related organisations and adequate support for rural people. These factors are discussed in the following sections.

6.2.1 Need for Adequate Infrastructure

Inadequate infrastructure is the result of economic and social exclusion that in turn force the rural people to remain under extreme poverty (Barnes 2005). Due to

inadequate infrastructure people living in rural areas can be physically excluded from access to the urban areas where economic opportunities in terms of business, trade and employment exist (Kabeer 2006). At present the infrastructure of rural Bangladesh is considered inadequate for tourism development, including the roads, rail, power supply, educational institutions, health facilities, pure drinking water and sanitation. Increased access to these has substantial non-financial livelihood impacts on the rural people (Ashley, Roe and Goodwin 2001). Despite the efforts of the United Nations development Program (UNDP), some NGOs and local government departments, the vast majority of rural Bangladesh remains inaccessible from the urban towns and cities. Due to underdeveloped rail and road transportation in rural areas, people have limited opportunity to bring their products into urban areas where most of the tourism-related organisations operate their businesses. Hence, rail and road transportation should be developed in rural areas from where products originate. This will ensure increased opportunity for the rural people to supply their agricultural products such as vegetables, meats, fish, dairy and poultry products to the tourism related organisations.

At the same time, improved infrastructure can induce tourism development in rural areas that in turn create opportunities for the rural people (Ashley, Roe and Goodwin 2001). Heritage sites, national parks, protected areas, and wetlands of Bangladesh are not considered as tourist attractions due to inadequate infrastructure and facilities. As tourist products mostly depend on access, power supply, educational institutions, health facilities, pure drinking water and sanitation, rural areas of Bangladesh need these facilities in order to attract tourists from the urban areas. Tourist growth in rural areas of Bangladesh can facilitate infrastructure and public service facilities as well.

In order to extend tourism benefits to the rural poor, tourism-oriented infrastructure development is essential. As infrastructure development cannot be accomplished by any particular department or organisation, the government organisations, UNDP and NGOs, need to work collaboratively.

6.2.2 Unplanned Development

Zhao and Richie (2007) in their anti-poverty tourism framework have proposed destination competitiveness and destination sustainability as prerequisites in order to extend tourism benefits to the poor. However, strategic planning involving various

stakeholders such as local government, community leaders, NGOs and private tourism organisations is necessary in order to develop sustainable rural tourism (Wilson et al. 2001). Funding, planned infrastructure and inclusion of rural poor in the tourism development process can be an example of good strategic planning for rural tourism development (Wilson et al. 2001). Given the context of rural Bangladesh, inefficient planning and inadequate measures against unplanned infrastructure development are barriers for rural tourism development.

In Bangladesh, approvals of Department of Environment and National Housing Authority are mandatory for the development of any infrastructure in some areas that include ancient monuments, archaeological sites, national forests, wetlands, mangrove forests and sea beaches. The government departments consider the biodiversity of the areas and planned development of accommodation-based constructions. However, in some areas infrastructure development has been occurring without the prior approval of the government departments. The concerned departments are reluctant also in taking legal action against violations of the laws. This unplanned development has been undermining the quality of tourism development in rural areas of Bangladesh.

Some rural people of the adjacent areas are gaining work opportunities as construction labours, restaurant and hotel workers and local transport workers. Some are utilising self-employment opportunities also in the form of small and micro tourism-related businesses. However, the consequence of unplanned tourism development is becoming a serious threat for them as well. Due to unplanned infrastructure development these areas have already been affected by overwhelming traffic, water blockage due to poor sewerage system and noise and air pollution. As a consequence, tourists are losing interest in those places. Once tourists stop visiting these places, many rural people will become jobless and hence economic exclusion will be inevitable. As a consequence, tourism's contribution to the poverty alleviation in rural areas will remain a problem.

Hence, in order to ensure sustainable tourism development whilst also preventing rural poor from economic exclusion, unplanned infrastructure development should be addressed in rural Bangladesh. Negative consequences such as air pollution, water pollution and traffic congestion problems evolved from unplanned development in

potential tourist places should be made known to potential entrepreneurs. Proper monitoring and legal action under the environment and housing laws should also be enforced by the government environment and housing departments against unplanned development.

6.2.3 Information Sharing among Stakeholders

Increased flow of information between the tourism-related stakeholders can play a vital role for tourism development in rural areas (Ashley, Roe and Goodwin 2001). Moreover, inclusion of rural people in tourism-related jobs and businesses depends on their empowerment in terms of access to information related to tourism (Zhao and Ritchie 2007). Stakeholders can share information and make contribution to the rural small and micro businessmen related to tourism. In the context of rural Bangladesh, some nature-based tourist attractions have not been presented by the tour operators to the tourists due to lack of unawareness. It is evident that some private organisations are doing accommodation-based business of eco-cottages in some rural areas. Most of the tour operators, travel agents and National Tourism Organisation (NTO) hardly know about the eco-cottages operated by the rural owners. These eco-cottages are economically viable and many rural poor people would benefit provided tourism-related organisations would recommend tourists to access these cottages while visiting national forests, wetlands and protected areas in rural Bangladesh. Another example is that NGOs have been working for conservation of sea turtles and dolphins in the Bay of Bengal but the tour operators, travel agents and NTO hardly know about these projects of the NGOs despite their potential as tourist attractions in rural Bangladesh.

Developing attractions for tourists is also restricted due to the lack of a proper links among the stakeholders. As a consequence, many rural people are deprived of the benefits of tourism. As most natural resources are rural-based, their conservation requires manpower. If these natural resources can be used as tourist attractions, benefits can be derived in terms of employment opportunities and tourism-related small and micro businesses. This can only be done through sharing of knowledge among stakeholders.

Lack of information sharing among the tourism-related stakeholders is not only a barrier for tourism development but also a substantial cause of economic and social

exclusion of rural poor from tourism benefits in developing countries (Teye, Sirakaya, and Sönmez 2002). Given the context of rural Bangladesh, NGOs, Government and private tourism organisations can be linked more closely with each other though this is not the responsibility of any single organisation. If small and micro tourism enterprises form an association and build a network with the tour operators and related organisations, they could attract more tourists and hence people would benefit.

6.2.4 Perception Problem and Conflict among Stakeholders

Researchers have considered tourism as one of the primary industries with the potential to assist rural poor (McGehee and Andereck 2004). For tourism development to be successful in rural landscape shared perception among the stakeholders is necessary (Ap 1992; Andereck and Vogt 2000). However, differences in stakeholder perceptions in relation to the tourism development in rural areas are common (Tosun 2001). Rural people, government organisations, NGOs, private entrepreneurs hold different perceptions that lead to conflict between the stakeholders and hence tourism development is interrupted (Byrd, Bosley, and Dronberger. 2009). Lack of shared perception among the stakeholders can be the cause of economic and social exclusion of rural poor people. This research reveals that wrong or overwhelming perceptions of tourism-related organisations in terms of their roles create substantial barriers for tourism development. Government organisations' perception regarding private organisations such as hotels, motels, resorts and guest houses is observed to be a crucial issue for tourism development in rural Bangladesh. As law-and-order enforcing agencies perceive that most privately owned accommodation-based organisations allow prostitution business and use of alcohol that are legally prohibited and socially unacceptable in Bangladesh, these organisations are checked by authorities frequently. As a consequence, accommodation-based organisations find it difficult to flourish in the rural areas of Bangladesh and hence rural poor and excluded from economic opportunities derived from tourism.

Moreover, resolution of conflict between the government Tax Department and the owners of eco cottages in rural areas needs to be achieved in order to promote small and micro business in rural areas of Bangladesh. The Income Tax Department does

not consider the eco cottage of rural areas as a special sector. Most owners of the eco cottages are rural people who have built these cottages with support from NGOs and their own investment. As the owners of the cottages are not well off financially, they should not be treated like the owners of private hotels, motels, rest houses and cottages in urban areas. Eco cottages are opening a new avenue for the rural people in the tourism industry. Furthermore, cottage owners need food and vegetable items for the tourists, usually produced in their agricultural land or purchased from the local markets. So, rural farmers also benefit from eco cottages.

However, special consideration should be given by government organisations such as the Tax or Police Departments in order to motivate rural entrepreneurs in the sector. Otherwise, rural people will lose interest in operating in the sector and opportunities for self-employment will be eliminated. Thus, the government departments' special consideration for small and micro rural tourism organisations is essential in order to promote tourism in the rural areas in Bangladesh, whilst also contributing to the poverty alleviation problem by including rural poor people in tourism.

6.2.5 Linking Rural Crafts and Tourism

Locally produced handicrafts are important where there is specialist market such as tourists (Markwick 2001). Tourists gain satisfaction from purchasing local crafts as souvenirs and simultaneously, crafts are considered as an income generation opportunity for the local community (Mustafa 2011). However, local communities can be excluded from this economic benefit when linkages between crafts, craft persons and tourism are not well defined in many tourist destinations (Robinson and Picard 2006). This applies in rural Bangladesh and the interviews have indicated that, some rural craft persons are unaware of the potential of their craft products. Government and tourist organisations and NGOs need to work together for promoting the country's traditional-crafts products to the tourist market.

Most craft items are produced by the rural people of Bangladesh, though they have no knowledge regarding the marketing of their items. Most private tourism organisations and NGOs perceive that the government should play the key role in linking rural handicrafts with tourism. Overwhelming expectations of private tourism organisations and NGOs from the government in terms of helping the rural poor through handicrafts is a common phenomenon in Bangladesh.

However, tourism-related organisations have to cooperate in this regard also. If these organisations are interested in purchasing agricultural products and handicrafts directly from the rural people, they will also get new products at a comparatively lower price. The government departments have a crucial role to play in this regard also. Rural people are uneducated and it is difficult for them to identify and communicate with tourism-related organisations such as hotels, restaurants, cottages, motels and guest houses where they can sell their items.. In order to increase their knowledge, government departments such as the Government Cooperative Department should help them establish links with tourism-related organisations in urban areas. Also, NGOs can help rural people link with tourism-related organisations so that they can sell their produced items directly.

6.2.6 Policies and Programs

Tourism development requires various types of partnerships, alliances or networks between the actors (Halme 2001). Specifically, policy formulation for tourism needs coordinated action by tourism-related organisations, government and NGOs (Wilson et al. 2001). Formulation of a comprehensive tourism policy is essential for tourism development in Bangladesh and helping rural poor through tourism development should also be considered while formulating the country's long-term and short-term tourism policies. The country's first tourism policy was formulated in 1992 by the NTO with the help of the United Nations World Tourism Organisation (UNWTO) and UNDP (GoB 1992). Despite having one of the key agendas of poverty alleviation through sustainable tourism development, no project was undertaken to provide practical help to the poor people of Bangladesh through tourism development.

The government should take the necessary steps to reformulate its tourism policy based on the present-day perspective of tourism and participation of all the related organisations should be encouraged to assist in achieving the policy goals. Private tourism organisations, NGOs, tour operator and government tourism organisations should be included while reformulating the country's tourism policy. The agenda for helping the rural poor through tourism development should be considered urgently when reformulating the policy.

Whatever policy or agenda is formulated for benefitting the rural poor through tourism development it will be futile, unless and until, some practical workable programs are undertaken. So, special programs will need to be undertaken with the inclusion of poor people in rural areas as well.

Above all, an effective tourism policy needs to be formulated to consider the prospects for tourism development in rural areas of Bangladesh. Not only an effective policy but also workable programs will have to be implemented in connection with the tourism development prospects in rural areas. Participation of all the related organisations, along with the rural people, is needed to ensure the extension of tourism benefits to the mass rural poor of the country and, hence, to contribute to poverty alleviation in Bangladesh.

6.3 Prospects for Tourism Development in Rural Bangladesh

Prospects for tourism development in rural areas are enormous in developing countries due to comparative advantage in terms of unspoiled natural environment (Cater 1993). Despite there being a wide range of problems with tourism development in rural Bangladesh, provided opportunities for tourism development are utilised properly. Natural sea beaches, national parks, wetlands, hills, streams and indigenous people can be the substantial tourist attractions in rural Bangladesh (Islam and Carlsen 2012).

However, in Bangladesh tourism development has occurred in some selected areas. To most people, country tourism means the sea beach of Cox's Bazar. Neither government organisations nor private tourism organisations have taken the initiative in exploring prospective tourism products in rural areas of the country. Most national parks, forests and wetlands are in rural areas that can be developed for nature based ecotourism. These places are surrounded by many poor people who, through tourism development, can benefit in terms of employment opportunity and small and micro tourism businesses (Islam and Carlsen 2012).

Presently, researchers and students are interested in visiting rural areas such as national forests, protected areas, wetlands and indigenous inhabited areas for excursion and research purposes. Also, some foreign researchers have started visiting these places in Bangladesh. Researchers and students of educational institutions can

be important visitor segments provided adequate infrastructure can be developed for them in those areas. As researchers need to stay at the sites, food and accommodation facilities need to be made available on a regular basis. Thus, rural people surrounding these areas can be involved in small and micro businesses related to food and accommodation for these visitors.

In Bangladesh national parks and wetlands have potential to be attractive tourist destinations for both domestic and foreign tourists. However, development of protected areas for nature tourism, whilst also accommodating the livelihoods of the local community, is a complex issue requiring involvement of related organisations. The economic and social contribution can only be realised provided the stakeholders such as government organisations, NGOs, international aid agencies and private tourism organisations work together.

Prospects for tourism development that simultaneously contributes to poverty alleviation in the country does not depend on any particular organisation, it requires the coordinated effort of all of the concerned stakeholders (Scheyvens 2007; Tosun 2001). Establishing links between the tourism-related organisations can be the best means in achieving this goal.

6.4 Links among Tourism-Related Organisations

In a developing country context, the lack of relationships between the government and tourism-related organisations makes tourism development difficult and perpetuates the exclusion of the local community from the process (Tosun 2000; Scheyvens 2011). In this regard, the NGOs, government organisations, international aid agencies have significant roles in creating relationships between them (Dowla 2006). Social networking is considered as one means for tourism-related organisations and individuals in building interrelationships through shared values, ideologies, religious orientation and political affiliation (McGehee 2002). Social networks among organisations and individuals are the determining factors that influence interrelationships among the entities and can contribute to tourism development in rural areas (Verbole 2000). Gibson, Lynch and Morrison (2005) have argued that relations between the tourism-related organisations in rural areas act as synergy for increased economic activities and local community benefits. Given the

context of rural Bangladesh, the relationships among the government organisations, NTO, NGOs and international aid agencies are discussed in the following section. In this regard, the roles of the organisations in tourism development and rural extreme poverty alleviation are also outlined.

6.4.1 Government Organisations

Links among government departments and organisations are necessary to extend tourism benefits to the poor people (Scheyvens 2011). In Bangladesh, the NTO is the sole government organisation working for the development of tourism. This government organisation has been functioning under the Ministry of Civil Aviation and Tourism. Given that the country's tourism development responsibility lies solely with NTO, it is difficult for this organisation alone to address the needs of the poor when developing and promoting tourism. The Cultural and Archaeological Department, Folk Art and Crafts Foundations also have substantial roles in tourism development and in contributing in the poverty alleviation of Bangladesh. As previously discussed, government departments also have crucial roles in infrastructure development. However, in order to ensure tourism development, these departments and Ministries need to network in order to work together but are currently administered under different Ministries. For example, the Cultural Department and The Folk Art and Crafts Foundation are under the Ministry of Cultural Affairs, while the National Tourism Organisation is under the Ministry of Civil Aviation and Tourism. Similarly, governments departments such as Rail, Roads and Highway, Health, Sanitation, Drinking Water are functioning under different Ministries.

All of the organisations have been working independently, without links with other related organisations that have a role in development and poverty alleviation. For example, the Roads and Highway Department does not have any links with the NTO. Similarly, the Cultural and Archaeological departments do not have any relations with NTO or other government organisations concerned with infrastructure development. If NTO would have links with the other government organisations and departments, they could identify the necessity of tourism-based infrastructure in some areas and rural people would be involved in the development process as well. Simultaneously, the absence of relationships among the NTO and cultural

departments and folk arts and crafts foundations are restricting the participation of the rural poor of tourism development in the country.

In rural areas, some infrastructure development is done by the local government where the government departments function under local administrative body. However, the NTO has no relationship with local government, so the necessity of, and prospects for, tourism development in rural areas are not realised by the other departments and organisations. NTO has been operating its commercial motels and restaurants mostly in the capital city and a few district towns. Hence, NTO should expand its operation in other areas where there are tourism prospects and where rural poverty exists. Consequently, NTO should work with the local government in those areas to create employment opportunities for rural people. Other government organisations will also be able to realise the necessity for tourism-based infrastructure development from having a relationship with the NTO.

In developing infrastructure for tourism development, the role of government departments is significant. However, one government organisation should play a pioneering role in identifying the necessary development options required for tourism development. In the context of a developing country like Bangladesh, NTO can play a vital role in this. As the NTO itself is a government organisation and responsible for the tourism development of the country, they should formulate planning for tourism development in rural areas of Bangladesh. Moreover, the NTO's coordinating role is necessary in order to develop a network with the government organisations.

6.4.2 NGOs and Private Tourism Organisations

For poverty to be alleviated, the role of the NGOs is critical. NGOs provide micro credit facilities to the rural poor. Training and micro credit is provided on a group basis and repayment instalments also are taken on a group basis. This entails group members being conscious in repaying the loan jointly. If one member fails to provide an instalment other members push that member to be more regular with repayments. This process helps the rural poor increase confidence in investing money in micro, but still productive, sectors such as poultry, dairy and fisheries.

However, rural people under the micro credit programme of NGOs would benefit more provided there is a strong relationship between the tourism-related private organisations such as hotels, restaurants, cottages and guest houses. As rural people have a limited knowledge of the tourism organisations, NGOs will have to play a catalytic role as coordinators for the rural poor and the tourism-related private organisations. The NGOs' micro credit programme is helping the rural poor to an extent, but they could benefit more provided they have their products sold directly to the private tourism organisations. In absence of links between the private tourism organisations and NGOs, rural people are yet to benefit from tourism. Proper initiatives from NGOs are necessary in resolving this problem.

6.4.3 UNDP, NGOs, NTO and Government Organisations

The UNDP has been implementing projects on infrastructure development such as health, sanitation, education and drinking water in some indigenous-inhabited rural areas of Bangladesh. These places can be developed as tourist destinations provided tourism-related government and private organisations work together. In those areas there is no relationship between the UNDP and NTO. Some local and national NGOs have been working with the UNDP as implementing partners of the projects. Government organisations and NTO could participate with the UNDP and NGOs in order to develop those places as tourist destinations. Hills, forests and streams have made those places beautiful scenic places while, simultaneously, the colourful indigenous lifestyle, their handmade garments and handicrafts have made it more attractive. NTO should work with the UNDP and NGOs so that the places can be presented as attractive tourist places. UNDP and NGOs are already implementing some development projects but these organisations have a limited, or no, experience in tourism.

Consequently, the rural and indigenous inhabitants would gain opportunities to be involved in tourism-related employment in areas famous for fruits, vegetables and fish. Moreover, indigenous people are very expert in producing handicrafts. If tourism is developed, the inhabitants of these areas can get a proper price for their items. Currently, indigenous communities do not produce handicrafts for commercial purposes rather, they are developed for their own household use. Thus, indigenous communities could supplement their income from handicrafts provided the products

can be linked with tourism and this is a task that the NTO will have to play in a pioneering role. NTO can identify the tourism development prospects and then work together with the UNDP and NGOs. They can train indigenous people in order to become involved in tourism-related activities. They can motivate people regarding the prospects for their handicrafts in the tourist market. Training can also be arranged by the NGOs for the handicraft producers to make the items more attractive for the tourists.

Rural people gain benefits from an improved infrastructure in some areas such as three hill districts Bandarban, Khagrachari and Rangamati of Bangladesh where UNDP, NGOs and local government have been working. These organisations are working to ensure support for rural people in terms of health and education facilities. However, such projects have been undertaken in a very limited number of areas and the majority of the rural areas of Bangladesh remain underdeveloped in terms of infrastructure facilities conducive to tourism development. UNDP, NGOs and local government have not been working in most of the regions of the country so, in order to extend the benefits of tourism development to the rural people, these organisations need to work together in other rural areas where there are prospects for tourism development.

In the study sites Bandarban and Sylhet rural people have benefitted from tourism development by supplementing their income through tourism-related jobs and small and micro businesses. Also, NGOs arrange handicrafts training for rural woman in Bandarban district. NGOs purchase craft products from women and export them to foreign markets. However, it is evident that in Sonargaon and Cox's Bazar of Bangladesh rural women producing handicrafts are not enjoying such benefits. As most NGOs do not take the responsibility of purchasing handicrafts from the rural people, they do not get a proper price for their crafts also.

In the beach tourism area, Cox's Bazar rural people fail to be involved in tourism. In the tourist season the rural people of this area struggle as the prices of daily necessities such as foods, drinks, vegetables and fish increase substantially. Government, NGOs and private tourism organisations need to consider this issue as being quite significant and it is evident that in tourist areas the cost of living is comparatively higher than other places. People excluded or deprived from the

benefits of tourism development are unable to maintain their livelihood. So, tourism-related organisations should ensure there is opportunity for poor people to be involved, either in terms of tourism-related jobs in their organisations or support for small or micro businesses related to tourism.

Exploitation of cheaper labour in rural areas is a crucial issue in Bangladesh. If rural people do not get proper wages for their services, it will not be possible for them to escape from poverty. In beach tourism area Cox's Bazar, tourism organisations are taking the opportunity to tackle the unemployment problem. The infrastructure development in Cox's Bazar town in terms of hotels, motels, guest houses, resorts and restaurants is substantial over the last one decade. Presently, 117 hotels, 62 guest houses 125 cottages are established under private entrepreneurship in Cox's Bazar town and every year the numbers are increasing substantially (Hossain 2012). As a consequence, requirements of labourers are increasing in restaurants, hotels, motels, rest houses, cottages, transport sector, and shopping centres. Unskilled poor people from rural areas of Cox's Bazar are getting job opportunities in those organisations. However, the workers are not getting proper wages. As tourism-related organisations face intense competition, it is difficult to prevent them from exploiting cheaper, unskilled manpower and short training programs can help overcome this situation. Moreover, self-employment opportunities can be created to overcome this problem to a great extent. In the local transport sector, NGOs and banks should provide credit facilities to the rural poor people wherever there are prospects for tourism. If the credit facility is extended to people after they have completed a training programme, they can invest money in local transport sector, thereby contributing to the generation of self-employment.

Despite the fact that rural farmers have the opportunity to become involved in tourism by supplying their agricultural items to the tourism-related organisations directly (Torres and Momsen 2004), this is difficult to work in context of rural Bangladesh as the farmers have no management or marketing skill. In order to become involved in tourism, rural farmers need to be given training by the NGOs or government organisations in participation with the private tourism organisations who are the buyers of the farmers' produced items. Once they are linked with these

organisations, they will be able realise the benefits of supplying their items directly to tourism-related organisations.

However, it may not be possible for small farmers in rural areas to contact directly with tourism-related organisations, so small and micro business organisations can accomplish this by forming co-operative association. NGOs and government organisations should help rural farmers in forming their associations so that representatives of the associations can communicate with tourism-related and other organisations.

Given that the tourism industry can generate employment, utilising the opportunity for the poor people is always a crucial issue. With regard to tourism in rural Bangladesh, NTO should facilitate training opportunities for the poor people in rural areas. As the only training centre of NTO is situated in the capital city, the vast majority of rural people are precluded from taking part in the training programs. Also, tourism-related organisations should have the responsibility to extend training to the poor people in areas where they have been operating. If NTO decentralised its training institutions beyond the capital city, many rural poor people would benefit from opportunities for training in tourism-related jobs such as chef, room attendant and waiter. Consequently, the government Transport Department also can facilitate training in the driving of local transport and can create additional opportunities for the rural poor people through tourism. Rural people trained by these organisations will not be benefit unless, and until private tourism organisations respond accordingly to provide trained employees jobs in their organisations. After receiving training from NTO and government transport organisation, people that do not get jobs in related sectors will be demotivated and poverty will persist.

6.5 Institutional Barriers

Economic, social, physical, political and cultural exclusions of poor people and indigenous communities is evident in rural Bangladesh. A wide range of institutional barriers restrict the rural poor and indigenous communities from becoming involved in tourism. In order to extend the opportunities of tourism benefits to the rural poor, those barriers will have to be removed.

6.5.1 Centralised Government Tourism Organisations

Poverty alleviation through tourism is most needed in rural areas, but remains a challenge in relation to decentralization. It was reported in the late 20th Century that most South Asian countries have not effectively decentralised their tourism programs (Richter and Richter 1985) and it is true of Bangladesh today. In Bangladesh, important government organisations related to tourism development are urban-oriented and restrict their business and training functions to capital cities and beach tourism areas, but commence operations in rural areas where there are tourism prospects such as national forests, heritage sites, small islands and protected areas. Also, government departments such as Archaeology, Cultural and Folk Arts and Crafts should decentralise their offices to district towns and promote joint efforts by tourism-related organisations.

As the country's rural poverty rate is greater than that of urban areas, the government tourism-related organisations should undertake programs for tourism development from the rural perspective, with direct involvement of rural people. In Bangladesh tourism prospects such as sea beaches, national parks, indigenous inhabited areas, wetlands, heritage sites and handicraft villages are rural based (Hall and Page 2000) whereas, the government tourism-related organisation such as NTO's office is situated in the capital city. The custodian of the heritages sites, the cultural department offices are situated in the district towns. Bangladesh Folk art and Crafts Foundation has no branch in other districts except Sonargaon. As a consequence, sea beaches, national parks, indigenous inhabited areas, wetlands, heritage sites and handicraft villages have not developed as tourist destinations despite having potential. Once the departments are decentralised, they can take necessary steps in order to make these areas as tourist destinations. Thus, tourists will be interested in visiting rural areas while, simultaneously, rural people will be able to avail themselves of training opportunities with the departments.

6.5.2 Limited Scope for Alternative Income Generation

Utilizing rural manpower in tourism-related industries will be of immense importance in achieving the goals of tourism development and involving the rural poor in tourism. Diversifying income can be an important alternative, particularly for the rural poor who are mostly dependent on agriculture and subject to weather

fluctuations and crop cycles (Anderson, Locker, and Nugent 2002). Activities such as handicraft production and services related to tourism and recreation are considered as major alternatives of the non-farm economy (Ashley and Maxwell 2002). Entry barriers in terms of credit and training are common for the rural people. In most of the developing countries, governments and NGOs have been focussing on the micro credit programs for rural people by recognizing the importance of self-employment (Panjaitan-Drioadisuryo and Cloud 1999). Keeping this in mind, both government and NGOs should rethink and plan their micro credit programs in Bangladesh.

Rural handicrafts can be one substantial means of generating alternative income opportunity. In order to promote support for rural handicrafts, financial, technical training assistance is extremely necessary. As most rural people simply produce handicrafts for their own household purposes, they should be made aware of the potential tourist markets for their handicrafts and proper training in the design and quality control of handicraft production could be provided. Some NGOs and the Forest Department have been providing training to some rural areas of Bangladesh and however it is much more limited in terms of scope and opportunity than it is required to contribute to poverty alleviation in the country.

Moreover, handmade garments do have potential in the tourist market. The producers of handmade garments are rural women and most of them live in rural areas, however the producers of handmade garments are deprived of training facilities provided by the government's Bangladesh Handloom Board. Training programs in weaving are arranged by the government organisation in district towns, whereas most of the women producing handloom garments live in rural areas and, as a consequence, cannot avail themselves of the government training facilities. Under these circumstances, the Bangladesh Handloom Board should consider arranging training for rural women as well by decentralizing its training facilities.

Not only training but financial and non-financial support is needed to develop and promote rural handicrafts and handmade garments. Credit facilities will have to be made available for the rural poor to purchase raw materials for handicrafts and handmade garments. Usually, they sell their items to store owners at low prices in order to purchase raw materials and this advance selling substantially squeezes their profit margin.

NGOs and the government need to arrange training for them in design, colour and style in order to ensure good quality crafts for tourists' consumption. Tour operators, hotels and NTO could then promote crafts by taking part in different trade fairs to introduce and promote the country's traditional handicrafts. However, tourism can lead to commercialisation of craft products and, hence, alter or destroy the meaning of cultural products (MacCannell 1973). In response to the growth of tourism, rapid commercialization of the handicrafts and handloom industry in Bangladesh may occur. These developments need to be evaluated in terms of cultural significance at the same time as seeking economic viability for rural people.

Distribution of benefits from tourism depend on how well the linkage between tourism and the rural people is established (Torres 2004). Agriculture, handicrafts and tourism-related enterprises are considered as effective means of linking rural people and tourism (Tao and Wall 2009). In Bangladesh, the traditional people are dependent on agriculture and need to be educated and motivated about the alternative options for income generation through tourism. As local elected representatives have an influence on rural people, these leaders can be used to motivate them. Awareness programs can be undertaken by the government and the NGOs in conjunction with tourism organisations and local leaders to make the rural people aware of tourism-related activities that can help generate income. Rural people can be given financial and technical support during this transition period from agriculture to the tourism-related activities in order to ensure sustainable growth in the tourism sector.

6.5.3 Dominance of Wealthy Elites and the Intermediaries

The dominance of wealthy elites and intermediaries in tourism is common (Walpole and Goodwin 2001) and can prevent the rural poor from developing direct relationships with the tourism organisations. Tourism organisations are mostly dependent on the suppliers but in the current research it was noted that the rural poor people are deprived from tourism development benefits due to the dominance of wealthy entrepreneurs and intermediaries in the sector. Wealthy entrepreneurs and intermediaries are a major barrier to the linking of rural agricultural and small and micro business people with tourism. The rural people of Bangladesh are weak in terms of finance and knowledge about the tourism industry. In order to reduce the strong dominance of wealthy and elite people from other areas, government

intervention is necessary. Tourism businesses also need to decrease their dependence on the intermediaries for supplies. If tourism is to be a positive force for rural people, it must involve people living in the rural areas. In addition, initiatives need to be undertaken so that the people in rural areas can reach tourism organisations with their produced items such as vegetables, dairy and poultry products, meat, fish and fruits directly. Business co-operatives run for rural farmers can help the rural poor develop more supported and direct relationships with large tourism businesses.

6.5.4 Micro Credit for the Rural Poor

The connection of tourism and rural people in Bangladesh is dependent on how well both farm and non-farm economic activities can be linked with the industry. Agriculture is the major economic activity in Rural Bangladesh, whereas the major non-farm economy is comprised of trade manufacturing, retail sales, processing and services (GoB and UN 2005). The current perspective is that financial assistance in terms of micro credit is the most effective solution to boosting these activities (Yunus 2007). Given that Bangladesh is a land of micro credit, poor people in the rural areas are yet to benefit fully from the micro credits programs of the NGOs for several reasons. NGOs have not been able to consider tourism as a prospective sector for the rural poor, although formal recognition and special consideration are essential in order to link the rural people with tourism. Opportunities extended to the poor rural people in terms of micro credit facilities by NGOs would result in small and micro businesses of rural people launching into small restaurants, eco cottages, local transports and small handicraft shops.

However, the present interest rate and instalment conditions for finance are not conducive for the development of rural handicrafts in Bangladesh. The thesis findings reveal that the interest rate for micro credit is very high. Rural poor believe that they do not benefit from micro credit facilities provided by the NGOs because of the present interest rate and repayment conditions. It takes at least three or four weeks to produce handicrafts and handmade garments by the craft persons or weavers from loan disbursement, but NGOs do not allow sufficient time for the weavers to produce final products and sell them in the market. This has become a significant barrier for the rural poor and, hence, they are gradually excluded from tourism development benefits in rural areas. Both the interest rate and repayment

conditions could be rescheduled in such a manner for it to be easier for creditors to adjust the loan. Government banks should extend micro credit facilities to the rural poor. In the absence of policies by government banks and departments, NGOs are charging a higher interest rate in rural areas. If government departments and banks start micro credit programs in rural areas with a lower interest rate and flexible repayment conditions, NGOs will be compelled to follow them. Moreover, intervention by the Central Bank is necessary in this regard and tourism related small and micro businesses should be considered as special sector and interest rate loan adjustment conditions should be made flexible so that rural people become motivated to invest in the sector.

6.5.5 Awareness Building amongst the Rural Poor

In developing countries, a lack of tourism understanding is recognized as a major barrier for tourism development as well as community benefits (Reid and Gibb 2004). Hence preparing the rural community is necessary for its involvement in the tourism sector (Tao and Wall 2009). As rural people in Bangladesh are mostly dependent on traditional agriculture, their readiness to commence tourism-related micro enterprises or relationships with tourism businesses is limited. However, knowledge and awareness of tourism are important factors for the rural people (Cole 2006) and a lack of tourism understanding is linked to the unfulfilled potential of tourism development and hence rural people are unable to realise its benefits (Cole 2006). As the rural poor lack awareness of the tourism industry, training is necessary for them. In Bangladesh training and awareness programs should be undertaken for the rural poor by the government and tourism-related organisations in order to make them aware of tourism and its benefits. To help create rural entrepreneurs related to tourism, training in business activities such as taxi driving, small cottages and guesthouses, restaurants, crafts and street vendors also should be arranged.

It is difficult to provide knowledge to the rural people about the sophisticated tourism industry but it is not impossible to give them ideas about how they can become involved and benefit from the tourism development of the country. The organisations can arrange campaigns in rural areas about tourist related prospects of vegetables, fruits, nursery, poultry and dairy products, handicrafts and handmade garments, local transports, eco cottages and eco tour guides. Unless and until rural people are aware

of the benefits of these activities, they will not be interested in considering income generation activities other than their traditional agriculture.

Influences within the community, as well as political leaders can be utilised to motivate rural people as they are highly influenced by their community leaders and local elected members, so can be motivated in order to bring the mass rural poor into tourism-related jobs and businesses. Once rural people's awareness is built up, short institutional training programs can be extended for them, including training covering poultry, nursery, dairy, handicrafts and handmade garments, local transports, eco tour guiding for example. Nevertheless, it is not recommended that such training programs be organised by any one organisation and government organisations, NGOs, international organisations and private tourism organisations should all contribute in an integrated manner in this regard.

6.5.6 Training and Education for the Rural Poor

Proper utilisation of human resources is a substantial prerequisite for economic development in general, and poverty alleviation in particular. Tourism in developing countries is considered a favourable sector that can generate both direct and indirect benefits to poor people (Mitchell and Ashley 2010). Direct effects will occur when rural poor people and indigenous community members will have opportunities to be involved as workers in hotels and restaurants, taxi drivers, tour operating, campsites, canteens or tea shops. Indirect benefits will occur when rural poor and indigenous communities will be able to involve in supply chain linkages, such as selling locally produced food, vegetables, drinks and handicrafts to the tourism and related organisations. However, a lack of human capital, mainly in terms of formal education and training is found to be a major barrier for the rural poor and one that seriously restricts them from becoming involved in tourism (Zhao and Ritchie 2007). Human capital in terms of formal education and training is considered to be helpful to benefit the poor people of rural Bangladesh and, although there is no short-cut way to success, the main target should be the younger generation of the rural areas.

However, an education system capable of responding to the tourism-development process in rural areas must be extended in order to prepare the younger generation of rural areas of Bangladesh. As education is the most effective means of targeting people to contribute to prospective development sectors in Bangladesh like tourism,

the next generation of rural areas can be targeted to have a significant role in tourism development. So, education programs, with the help of UNDP, NGOs and Government Departments, will need to be enhanced to meet the potential seen for the rural areas of Bangladesh.

Along with general education, the promulgation of business programs is another effective mean of empowering rural people in Bangladesh. Processes need to be developed to target the poor people and assist them in undertaking a significant role in tourism development through proper business training. If locally owned and managed tourism related small and micro business flourish, tourism is more likely to produce direct economic benefits for the mass of rural people in Bangladesh. By utilising business training to the rural and indigenous people, Bangladesh can build the human resources it needs to foster tourism development in rural areas. The opportunity to extend business training for the rural and indigenous people, the role of government departments, NGOs, private tourism organisations and international organisations such as UNDP is important. Given the cost of developing and operating business training programs with appropriate technical support such organisations should work jointly to achieve a favourable outcome.

6.5.7 Social Capital for the Rural Poor

The term social capital captures the ideas social bonds and norms helps achieve trust and build confidence in individuals or communities (Pretty 2003). Lack of social capital accentuates the economic and social exclusion of poor and forces them remain under extreme poverty as this is a barrier to them improving their economic and social wellbeing (Dowla 2006; Yunus 2007).

In the context of rural Bangladesh, social capital in terms of self-confidence and trust is found to be a critical barrier that leads to economic and social exclusion of poor and indigenous communities. As most rural people do not trust other organisations such as government departments and tourism-related private organisations, there will be a need for the organisations to develop a trusting relationship with the 75 per cent of people in Bangladesh who live in rural areas. If rural people do not trust government organisations and departments, it is difficult for them to do anything for the betterment of rural people. Unless and until rural people start trusting

government organisations, it is unlikely that they will become more involved in tourism related projects.

Self-confidence is another crucial issue for the rural people of Bangladesh. Most rural people are dependent on agriculture and they are reluctant to consider any alternative income generation activities. Illiteracy and lack of confidence are the major factors that restrict them switching from their traditional agriculture to any new profession. It is a difficult task to make them think about tourism-related jobs and a small and micro business as their emotional bond with traditional agriculture is intense. However, NGOs have been trying to give them mental and financial support that help create social capital among rural people. This support can be utilised in linking rural people to tourism related jobs and businesses.

Training and social networking can be facilitated for rural people to prepare them for tourism-related jobs and businesses and government departments, NGOs and private tourism organisations should take necessary steps for the development of social capital among rural people. NGOs have achieved success to a limited extent in the hill district Bandarban of Bangladesh in terms of building social capital, with rural people producing items that are mostly consumed by tourists even though, often, rural people do not know that. Agricultural products and handicrafts are mostly produced by the rural poor but these people do not know who the ultimate consumers of their produced items. So, government organisations, NGOs and private tourism organisations have a responsibility to build social capital of the rural poor. Once they are aware of the sector and start trusting related organisations, they will be more confident about being involved in the sector.

6.6 Integrated Model of Tourism Development and Rural Extreme Poverty Alleviation

Central to the model is the integration of marginalised groups, forms of exclusions, empowerment programs, role of stakeholders for empowerment programs and shift the marginalised groups from non-stakeholder to definitive stakeholders in the tourism development process that will lead to extreme poverty alleviation. Based on the findings and discussion the integrated model is proposed in order to explain the relationship between tourism development and rural extreme poverty alleviation in

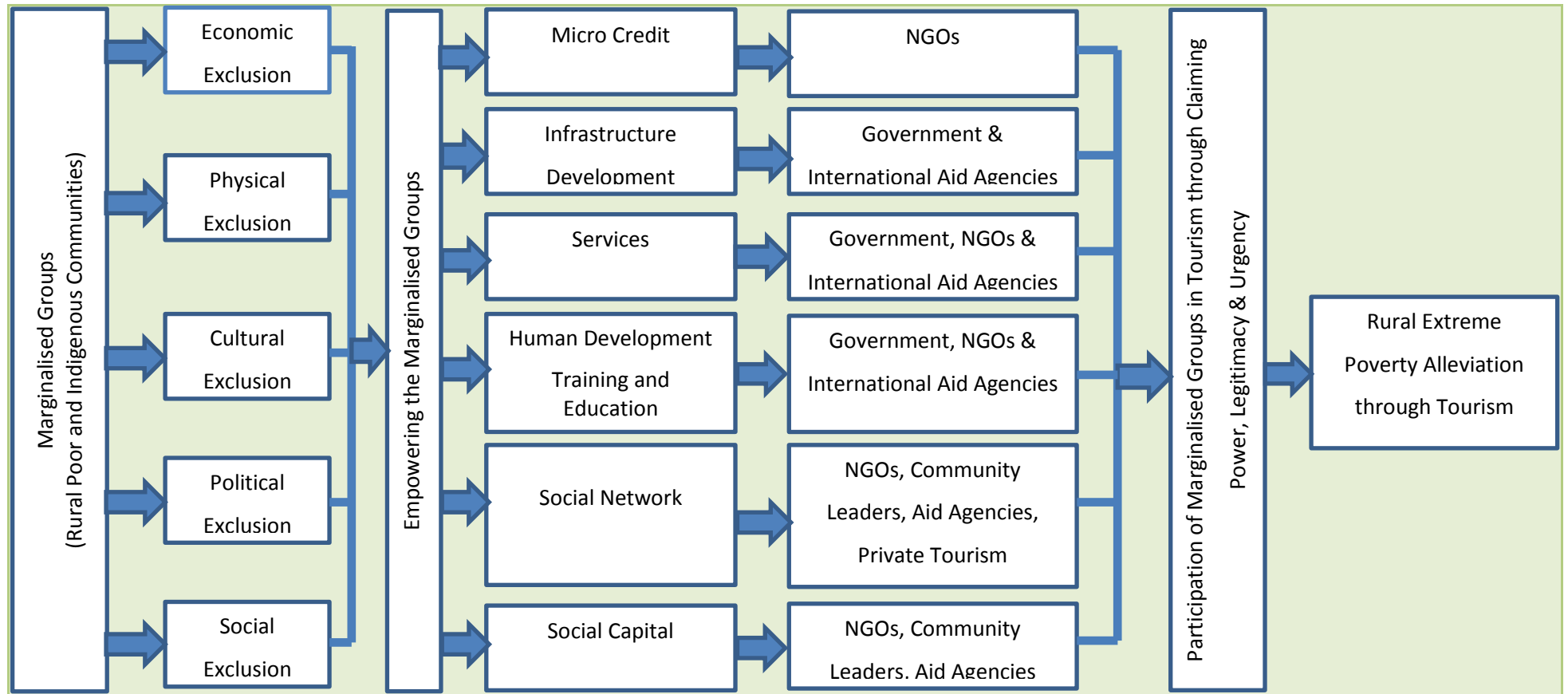
Bangladesh (see Figure 6.1). The working of the model is outlined in the following section:

6.6.1 Working of the Model

The integrated model of tourism development and rural extreme poverty alleviation demonstrates different forms of exclusion of rural poor and indigenous communities from tourism development benefits. The forms of exclusion include economic, physical, social, cultural, political and social and that leave the rural people and indigenous communities stuck in extreme poverty. In order to empower the rural poor and indigenous communities, support in terms of micro credit, infrastructure development, health, education, water and sanitation services and training are necessary for them to become involved in tourism. Moreover, social network among tourism-related organisations and the poor whilst also social capital of the rural poor and indigenous communities are necessary in order to empower them. In this regard, the roles of government organisations, NGOs, NTO, international agencies such as the UNDP, the United States Agency for International Development (USAID), Asian Development Bank (ADB), the United Nations International Children's Emergency Fund (UNICEF), United Nations Educational, Scientific and Cultural Organization (UNESCO), UNWTO, private tourism organisations and the rural and indigenous community leaders are of great importance. Central to the integrated model of tourism development and rural extreme poverty alleviation, priority has been identified in qualifying the rural poor and indigenous communities as stakeholders so that the tourism and related organisations in the rural areas treat them as definitive stakeholders. In this model it is expected that the rural poor and indigenous people will be able to gain economic, social and political power provided the government organisations, NGOs, NTO, international agencies such as the UNDP, USAID, ADB, UNICEF, UNESCO, UNWTO, private tourism organisations and the community leaders work together to facilitating the necessary services. Also, it is expected that the rural poor and indigenous communities will be able to establish legitimate relationships with the tourists and tourism-related organisations in terms of trade and small and micro businesses provided they are empowered. Simultaneously, their urgency as stakeholders in the rural areas where there is tourism potential will be recognised by the government organisations, NGOs, international; agencies and private tourism organisations. The power, urgency and legitimacy will help the rural

poor and indigenous communities include them in tourism activities and move them out of extreme poverty.

Figure 6: Integrated Model of Tourism Development and Rural Extreme Poverty Alleviation



6.6.2 Marginalised Groups and Forms of Exclusion

The exclusion of rural people and indigenous communities living under extreme poverty is evident in each study site despite the fact that government organisations, NGOs, NTO, UNDP, USAID and private tourism organisations are working for tourism development and poverty alleviation in rural Bangladesh. The dimensions of exclusion include economic, physical, cultural, political and social factors. The livelihood means of the rural poor and indigenous people are impacted on by such exclusion and, as a consequence, they remain trapped in extreme poverty.

6.6.2.1 Economic Exclusion

The root cause of extreme poverty is considered to be lack of resources such as income or lack of employment that excludes individuals or certain groups from achieving a minimum living standard generally accepted in society (Townsend 1979). In the previous discussion, income, employment and self-employment opportunities have been discussed in order to extend tourism benefits to the poor (Ashley and Roe 2002; Christie 2002; Kirsten and Rogerson 2002; Noakes and Carlsen 2013). However, economic exclusion of rural poor and indigenous communities can occur as a result of many reasons. Beach development can obstruct local fishermen from accessing the main source of their livelihood or declaration of protected areas can restrict indigenous communities' access to the sources of their livelihoods (Goodwin 2007; Islam and Carlsen 2012).

However, the reasons rural people and indigenous communities are excluded from economic opportunities of tourism have received limited attention in tourism poverty alleviation literature. The livelihood of rural poor and indigenous communities revolves around traditional agriculture and fishing (Liu, Ouyang, and Miao 2010). However the rural poor and indigenous communities are excluded from income generation and other means of livelihood due to the declaration of protected areas of the national forests and wetlands. Plus they are deprived of employment opportunities in the tourism-related organisations as they do not have adequate training and education in this regard.

6.6.2.2 Physical Exclusion

Researchers have considered infrastructure development as a prerequisite for tourism development (Khadaroo and Seetanath 2007). However, much interest behind infrastructure development was designed to meet the tourists' needs than to extend tourism benefits for the rural poor (Williams 1998). Underdeveloped infrastructure can be the cause of exclusion of rural poor and indigenous communities from tourism development benefits. Inclusion of rural people in tourism depends on infrastructure being improved. Often, rural and indigenous communities are found in remote areas of Bangladesh where road communication is underdeveloped. Most indigenous communities inhabit in the hill district Bandarban. Some indigenous communities inhabit around the national parks and wetlands of Sylhet region. In the hilly areas roads become unreliable in the rainy season and rural poor and indigenous communities remain physically excluded in terms of communication. They are unable to bring their agricultural products such as foods, vegetables, fruits, fish, poultry and dairy products to the market. This physical exclusion induces economic exclusion as well. Physically excluded rural poor and indigenous communities are compelled to sell their agricultural products and handicrafts at much lower prices than they would get selling directly to the tourism-related organisations or in markets where hotels, motels and restaurants have been established.

Zhao and Ritchie (2007) have argued for inclusion of poor people in tourism in terms of paid employment or self-employment from selling goods and services to the tourism sector. However, in rural areas where people are physically marginalised due to an underdeveloped infrastructure and are unable to bring their produced agricultural produce into the market they are economically excluded and remain stuck under extreme poverty.

6.6.2.3 Cultural Exclusion

Craft items have a substantial value to tourists as these items carry cultural symbols of the host community (Medina 2003). However, tourism can lead to commercialization of craft products which can alter or destroy the meaning of cultural products (MacCannell 1973). This can instigate cultural exclusion of rural

people as well (Medina 2003). Cultural exclusion of rural poor and indigenous communities are evident in the rural areas of Bangladesh. Despite the fact that a few NGOs have been trying to promote rural handicrafts and handmade garments as tourist products, the cultural side of these products are under serious threat. Due to commercialisation of these products, tradition behind the cultural artefacts can be lost and the rural culture related to handicrafts and handmade garments can be destroyed.

The Government Cultural Department has been working to preserve indigenous and rural culture through its district cultural offices. As these offices are centralised in district towns, most rural poor and indigenous communities are deprived of access to their training facilities. In addition, the training programs of government organisations and NGOs on handlooms and handmade garments are district town-based whereas the rural poor and indigenous communities live in rural areas. It is difficult for them to avail themselves of cultural training programs of government organisations and NGOs. Despite the fact that local culture is of great interest to the tourists, rural poor and indigenous communities are gradually going to be culturally excluded as members of younger generations do not have adequate opportunity in terms of institutional training to help preserve their culture.

6.6.2.4 Political Exclusion

Zhao and Ritchie (2007) have suggested empowering the poor in terms of decision making in the tourism development process. As an empowering approach, participation of local people in tourism development is necessary (Ashley, Roe and Goodwin 2001). However, in terms of wealth inequalities, poor people in rural areas are deprived of the opportunity to participate in decision making and wealthy local elites dominate decision making and businesses in rural areas (Ashley, Roe and Goodwin 2001).

The means of livelihood in rural poor and indigenous communities are farming and fishing. In the protected areas the livelihood means of the rural people and indigenous communities are illegal logging and hunting, collection and selling of

firewood, building materials, food, fruits and honey from the protected areas. As daily calorie intake is the main issue for those in rural poor and indigenous communities, they are less interested and feel that they are not empowered regarding tourism development in their areas. Moreover, the wealthy, local elites and political people are the main decision-makers regarding tourism development in rural areas. Despite the fact that international aid agencies, such as the USAID, have been trying to ensure rural poor and indigenous community's participation in protected area tourism development, still the local elites, wealthy and politically motivated people are dominating the decision-making in rural areas where there is tourism potential.

Despite the fact that participation can generate benefits to tourism development as well the local people (Ashley, Roe and Goodwin 2001), in a developing country like Bangladesh how participation of the rural poor can be ensured is a crucial issue when rural poor and indigenous communities are marginalised and live under extreme poverty and daily calorie intake is extremely limited. In the context of rural Bangladesh, political power of rural and indigenous communities depends much on gaining economic and social power (Yunus 2004). If people are able to gain economic and social power, they will not be treated as dependent stakeholders or non-stakeholders and they will become definitive stakeholders. This situation will help them gain political power in terms of decision-making for tourism development in rural areas.

6.6.2.5 Social Exclusion

Most poor people in rural areas of developing countries are deprived of the basic social needs such as health, education, knowledge, land rights, shelter, safety and security (de Haan and Maxwell 1998; Sen 1976). Absence of adequate social services acts as a barrier for tourism development while simultaneously rural people deprived from social services are unable to participate in tourism development (Zhao and Ritchie 2007). These social services are not necessary for the rural inhabitants alone and they are extremely important for tourists as well. In order to make rural people aware regarding the potential of tourism, these services need to be facilitated so that the present and next generation can understand how they can be included in

tourism development benefits. Despite the fact that local government departments, NGOs and aid agencies have been working to facilitate social services to the rural areas, support has been very limited in terms of the scope and volume that is required. It is still the case that a wide range of rural areas are underdeveloped in terms of social services such as education, health, pure drinking water and sanitation facilities (Rahman and Razzaque 2000). This situation makes it difficult to develop tourism in the rural areas unless adequate social services are ensured and, thereby, facilitate inclusion of rural poor in tourism development.

6.6.3 Empowering the Marginalised Groups

Empowering marginalised people is essential if they are to be included in the tourism development process (Zhao and Ritchie 2007). The rural poor and indigenous communities can be empowered in a number of ways such as micro credit, infrastructure development, social services, human development through training and education, social network and social capital activities.

6.6.3.1 Micro Credit

As suggested by Mitchell and Ashley (2010), poor people can be included in tourism through three pathways direct, indirect and dynamic. Direct effects occur when poor people have opportunities to be involved as workers in tourism-related organisations or form small and micro enterprises in rural areas. Alternative income generation activities related to tourism can be a good opportunity for the poor people as a means of empowering whilst also including them in the tourism development process (Zhao and Ritchie 2007). Tourism scholars and international tourism-related organizations have been trying to find possibilities for operating small- and micro-tourism related enterprises at impoverished tourist destinations (Sharpley and Naidoo 2010). In order to open opportunities for alternative income generation activities for the rural people and indigenous communities living under extreme poverty, financial support is the necessary option that needs to be ensured (Scheyvens 2011). In this regard, micro credit opportunities for the rural poor and indigenous communities can play a vital role.

Given the context of rural Bangladesh, poor and indigenous communities can utilise micro credit in developing accommodation, local transport, agriculture, poultry, fishery and dairy in rural areas where there is tourism potential. They have the opportunity to be included in tourism in terms of supplying food items for the tourists and tourism-related organisations. Utilising micro credit opportunities, rural poor and indigenous communities can open small and micro street side stores and sell fruits, food, drinks and handicrafts directly to tourists. In addition, rural women can utilise micro credit in producing handicrafts and handmade garments that are in demand in tourist markets. As poor people do not have the capital for purchasing raw materials, they need to depend on the intermediaries who exploit the rural poor by purchasing their craft items at a price that is much lower than the current market price. Micro credit opportunities can reduce this dependence on intermediaries, help empower the poor and create self-employment opportunities.

6.6.3.2 Infrastructure Development

Improvement in infrastructure development to develop tourism can potentially act as a catalyst for change that benefits the poor (Mitchell and Ashley 2010). Underdeveloped infrastructure not only acts as a tourism development barrier but also leads to physical and economic marginalisation of rural poor (Islam and Carlsen 2012). In rural Bangladesh inclusion of poor and indigenous communities in the tourism development process depends on improved road transportation. Once the road transportation in rural areas is improved, the poor people and indigenous communities can have opportunities to be included in tourism development as they can bring their agricultural products to sell in the market where tourism-related organisations exist. With improved infrastructure, tourism-related private organisations will also be interested in investing in rural areas where there is tourism potential and activity that will increase the employment and self-employment opportunities for the rural people as well.

6.6.3.3 Services

In Bangladesh a wide range of rural areas are underdeveloped in terms of social services such as education, health, pure drinking water and sanitation facilities

(Rahman and Razzaque 2000). Social services are not only necessary for tourists but also for the rural poor in order to encourage their involvement in tourism (Zhao and Ritchie 2007).

Given the context of rural Bangladesh, health, education, pure drinking water and sanitation services are inadequate for tourism development. These opportunities will help educate the rural poor people, make them aware of hygiene issues expected by tourists and help them become aware of the potential of tourism. It is unlikely that rural poor and indigenous communities will become aware of the potential of tourism unless and until health and education services are made available in rural areas where there is tourism potential (Zhao and Ritchie 2007).

6.6.3.4 Human Development

Improvement in human resources can act as a catalyst for positive changes of marginalised people and groups (Mitchell and Ashley 2010). Capacity building through training in terms of human resource development is the key suggestion that can create employment opportunities for the poor in place of any charity-based support (Ashley, Roe and Goodwin 2001). However, in a developing country's context, where rural poor are excluded from employment opportunities in tourism organisations, responsibility to contribute to human resource development is an issue that needs to be identified.

As tourism can generate substantial benefits through employment opportunities, these can be extended to the poor people if properly planned and managed. Direct involvement in hotels, motels, cottages and guest houses and restaurant businesses established in rural areas can be ensured provided they get necessary training and education (Zhao and Ritchie 2007). Given the context of rural Bangladesh, poor people could avail themselves of employment opportunities provided they were empowered by facilitating training and education in the rural areas where there is tourism potential. Moreover, rural poor and indigenous communities need training in entrepreneurship in order to utilise micro credit opportunities provided by the NGOs. As most rural poor and indigenous communities are uneducated and unaware about

the potential of tourism benefits, it is unlikely that they can be successful in small and micro businesses unless and until they are given basic knowledge and training on operation of small and micro enterprises related to tourism.

Handicrafts and handmade garments have potential in the tourism market provided the products can be linked with tourists. In Bangladesh, most producers of handicrafts and handmade garments are the rural people and indigenous communities who live under extreme poverty. Despite the fact that handicrafts and handmade garments are produced primarily for their own household use, such items have prospects in the tourist market. However, in the study sites, it is evident that the younger generations of rural and indigenous communities are forgetting how to produce local craft items and handmade garments as these are replaced by cheaper substitute products. As a consequence, handicrafts and handmade garments of rural Bangladesh will lose their place in the tradition and culture of rural Bangladesh unless training and development programs for the rural poor and indigenous communities can be arranged.

6.6.3.5 Social Network

Shared values, ideologies, religious orientation and political affiliation among organisations and individuals are determining factors that influence interrelationships among stakeholders and can contribute to tourism development in rural areas (Verbole 2000). Business and personal relationships among stakeholders are necessary in order to open opportunities for tourism development across the rural landscape (Gibson, Lynch, and Morrison 2005). Simultaneously, in rural areas the business activities such as production, marketing, trading and purchasing among tourism-related organisations and the rural people can promote the inclusion of rural people in tourism development (Tinsley and Lynch 2001; Verbole 2000). However, in rural Bangladesh the relationships between the rural poor and the tourism-related organisations in terms of business, purchasing, marketing and trading is not easily or well established. As rural people and indigenous communities lack financial power, they are unable to form small and micro enterprises and sell their products directly to

the tourism-related organisations. Rather, the rural poor and indigenous communities are dependent on the intermediaries who take the maximum profit.

In addition, the lack of relationships between the government organisations, NGOs, NTO, USAID and UNDP has a negative spill over effect on the rural poor and indigenous communities that forces them to remain in extreme poverty. It is evident in the protected areas that USAID and some NGOs have been working for ecotourism development but NTO has no relationship with USAID and NGOs working in those sites. Similarly, rural poor have started accommodation, eco-cottage businesses, but tour operators seldom know about that. Such factors indicate that there is a distinct lack of relationships between the tourism-related organisations and the rural poor and indigenous communities. Similarly, the absence of social networks between the rural poor and tourism-related organisations has forced the former to remain in extreme poverty.

6.6.3.6 Social Capital

Lack of social capital in terms of trust and confidence is one cause of the social exclusion of rural people that pushes them to remain under extreme poverty (Yunus 2007). In this regard, the NGOs, Governments and International Organizations have significant roles in creating social capital among the poor (Dowla 2006). Lack of social capital among the rural poor and indigenous communities is evident in the study sites. The indigenous communities of Bandarban do not trust the Bengali people as they are settlers from the other areas of the country. As a consequence, they are reluctant in doing business with the Bengali people in this area. Moreover, rural poor of Sylhet, Cox's Bazar and Sonargaon areas do not trust that government organisations will do anything in order to improve their livelihoods. So, it is important to explore how the programs of NGOs and the UNDP can be utilised to build social capital among the rural poor (Dowla 2006).

Given the context of rural Bangladesh, a lack of confidence is evident among rural poor in doing non-farm activities such as small and micro businesses related to tourism. They believe that agriculture, fishing, illegal logging and hunting, collecting

and selling firewood and building materials are their traditional means of gaining a livelihood. Rural people and indigenous communities living under extreme poverty are less likely to adopt alternative income generation activities as they have a serious lack of trust in other organisations. Moreover, the rural poor and indigenous communities are not confident about adopting alternative income generation activities to their traditional means of livelihood such as farming and fishing.

However, NGOs and international aid agencies have been trying to build social capital among the rural poor and indigenous communities, but this is extremely inadequate than the requirement. Still, the vast majority of rural poor and indigenous communities lack the social capital that is required in order to empower them. Effective communication among the rural poor, government and NGOs can help build understanding and confidence of the rural poor and accelerate inclusion of the rural people in the tourism development process (Tosun 2000).

6.6.4 Stakeholder Roles

The role of stakeholders has been well acknowledged by the tourism researchers for poverty alleviation through tourism development (Chok, Macbeth, and Warren 2007; Noakes and Carlsen 2013; Scheyven 2007; Sharpley 2000; Simpson 2007). Private tourism organisations, government departments, community leaders, NGOs, aid agencies, tourists and local communities have a crucial role to play when including poor people in tourism development (Simpson 2007; Zhao and Ritchie 2007). In order to empower the rural people and indigenous communities living under extreme poverty and presently excluded from tourism development benefits, the roles of stakeholders such as government organisations, NGOs, NTO, international aid agencies, private tourism organisations and community leaders are of paramount interest in the context of rural Bangladesh. In the following section, the roles of the organisations are discussed in order to empower the marginalised people and groups.

6.6.4.1 NGOs

Small and micro enterprises and family businesses are formed in rural areas where there are tourism prospects (Kirsten and Rogerson 2002). This can create self-

employment opportunities for the rural people. However, constraints such as a like lack of financial capital restrain the ability of rural poor people living under extreme poverty from realising the self-employment opportunities in the rural areas (Rogerson 2004). Financial support in terms of micro credit opportunities can help empower the rural people and indigenous communities living under extreme poverty (Yunus 2007).

In rural Bangladesh where there is tourism potential, NGOs can consider tourism as a priority sector for the provision of micro credit opportunities related to tourism. Utilising micro credit opportunities, the rural poor and indigenous communities can form small and micro tourism-related enterprises. Despite the fact that NGOs are providing micro credit facilities to the rural poor without collateral security, tourism is yet to be considered by the NGOs as a special sector. Moreover, rural people can be deprived of the micro credit programs of the NGOs as most of the NGOs are less interested in providing micro credit facilities to the people of rural areas living under extreme poverty and, NGOs are more interested in those who are better off and have loan repayment capability (Rahman and Razzaque 2000). The interest and loan adjustment conditions are a serious burden for the rural poor. The NGOs can rethink their interest rate and loan adjustment conditions. Businesses related to tourism depend on seasonality and in the off-peak season most tourism-related business cannot do business. NGOs should consider this issue and their loan adjustment conditions should be adjusted according to the seasonality aspects of the business.

To rural people of Bangladesh, the acceptance of NGOs by the rural poor is greater than that of the government organisations and NGOs can contribute in building human and social capital. NGOs can provide training to the rural poor and indigenous communities for tourism-related employment and motivate them to be included in tourism-related small and micro businesses. In the rural areas where there is tourism potential NGOs can provide their social services such as health, education, pure drinking water and sanitation facilities. These can help restrict the exclusion of rural poor and indigenous communities from the tourism development process whilst also providing them inclusion in tourism.

6.6.4.2 Government Organisations

Rural poor people can be excluded from tourism development programs undertaken by the government (Teye, Sirakaya, and Sönmez 2002). If the poor people of rural areas are unaware of the government's tourism plan, they are less likely to be involved in tourism related activities. However, government has a very crucial role to play in empowering the rural people and indigenous communities living under extreme poverty (Teye, Sirakaya, and Sönmez 2002). In rural areas, tourism development depends mostly on the development of improved infrastructure (Andereck and Vogt 2000; Gunn 1994).

Given the context of rural Bangladesh, the role of government organisations in rural areas is of great importance in contributing infrastructure development such as building roads and supply of water and electricity. Local government organisations in rural Bangladesh should take necessary steps to expand infrastructure facilities in areas where there is tourism potential, otherwise, the private tourism organisations will not be interested in investing in hotels, motels, cottages, guest houses and restaurants.

In addition to providing infrastructure facilities, the local government can play a vital role in facilitating services such as health, education, pure drinking water and sanitation facilities. In a third world country like Bangladesh, it is unlikely that NGOs or government alone can ensure adequate social services for rural people.

As a government organisation, NTO can play a vital role for human resource development of rural poor people. Despite the fact that NTO has only one training institute, and that situated in the capital city, the organisation can arrange short training programs for the rural poor and indigenous communities in rural areas where there is tourism potential. This will provide an opportunity for the rural poor to be included in tourism-related employment.

In order to preserve the traditional culture of rural poor and indigenous communities, the roles of the Government Cultural Department and Bangladesh Folk Art and Crafts Foundation are very important. As tourism products, the rural and indigenous

culture and handicrafts are very important. Despite the fact that the government organisations have been working for the preservation and promotion of rural and indigenous culture and handicrafts, the organisations need to be decentralised and should extend their services to the poor and indigenous people living under extreme poverty in remote areas of the country. Otherwise, these people will be excluded from tourism development benefits and remain trapped in the extreme poverty.

6.6.4.3 International Aid Agencies

The role of donor organisations and implementation agencies is extremely crucial for including or excluding poor people from tourism development benefits (Sirakaya, Teye, and Sönmez 2002; Teye, Sirakaya, and Sönmez 2002). In a developing country it is difficult for the government alone to implement development projects. In this regard, the roles of international aid agencies in empowering the rural poor and indigenous communities are of great importance. In the hill district of Bandarban, the UNDP has been providing capacity development project for the indigenous communities. USAID has been working in Nishorgo project for the protected area tourism development in Sylhet region. Viator Bangladesh has been working for human resource development for the indigenous communities in Bandarban and the UNDP has been providing social services to the indigenous communities in this area.

However, the function of international aid agencies has been inadequate and limited to within a few rural areas. Out of four study sites it is evident that the UNDP has been working in the hill district of Bandarban and the USAID has been working in the Sylhet region for biodiversity conservation of national parks and wetlands. The international aid agencies should expand their network in other rural areas of the country where there is tourism potential. In addition, along with the capacity development and protected area tourism development, the international aid agencies should contribute infrastructure development and social services to the rural areas. If international aid agencies contribute to infrastructure development and social services in rural Bangladesh, the poor and indigenous communities will get enhanced opportunities to become included in tourism development.

In developing countries such as Turkey and Ghana where international aid agencies are funding tourism development projects they have a substantial influence in policy formulation and decision-making (Teye, Sirakaya, and Sönmez 2002; Tosun 2005). They can influence the government when implementing tourism projects in a developing country. If such organisations extend funding for implementation of any tourism projects where most of the workers are not employed from the local areas, the rural poor people definitely will be excluded from tourism development benefits (Sirakaya, Teye, and Sönmez 2002).

Given the context of rural Bangladesh, the UNDP and USAID can play important roles in order to include the rural poor and indigenous communities in their projects. The USAID can employ local poor people in their Nishorgo project working for the biodiversity conservation of the national parks and wetlands in Sylhet division. Similarly, the UNDP can consider employing indigenous communities in their capacity development project in Bandarban district.

6.6.4.4 Private Tourism Organisations

Private entrepreneurs in the tourism sector can generate employment and extend support for small and micro organisations related to tourism and help generate employment opportunities (Noakes and Carlsen 2013; Zhao and Ritchie 2007). However, as the rural poor lack power in terms of financial and non-financial capital (Liu and Wall 2006), private organisations are less likely to treat the poor of rural areas as stakeholders simply because the poor do not have economic, social or cultural power. Mitchell, Agle and Wood (1997) have argued that only by possessing power legitimacy and urgency can one become a definitive stakeholder.

Given the context of rural Bangladesh, various types of privately owned small and micro enterprises such as tea stalls, fast food stores, hotels, handicraft stores, flower stores and restaurants are operating businesses in the study sites. These small and micro enterprises have a crucial role in tourism development whilst also alleviating rural poverty through the creation of employment and self-employment opportunities. In the small and micro enterprises, employment is created as these

organisations need salesmen. Moreover, rural poor farmers and indigenous communities are the origin of supplies of food, drinks, vegetables and handicrafts to these enterprises. So a backward linkage between these organisations and the rural poor farmers helps inclusion opportunity for the rural poor in tourism.

Private tourism organisations not only contribute to employment generation in tourism sector but also play a catalytic role in promoting small and micro enterprises (Scheyvens 2011). In rural areas of Bangladesh small and micro tourism-related businesses such as accommodation, local transport, restaurants and handicrafts depend on tour operators from the capital city. If these small and micro tourism enterprises do not have any business relationship or they are not treated as stakeholders by the tourism-related organisations such as tour operators, it is difficult for them to benefit from tourism development.

In terms of power, legitimacy and urgency, the rural small and micro enterprises need to be treated as stakeholders by the NGOs and other tourism-related organisations such as tour operators, medium and large hotels, and transport companies so that they can expand their businesses and get tourists from them. From these view points, privately owned small and micro enterprises in the study areas are considered as demanding stakeholders that can facilitate inclusion, rather than lead to exclusion, of rural poor and indigenous communities from tourism development benefits.

6.6.4.5 Community Leaders

The support of community is necessary in order to develop tourism in rural areas particularly, nature-based ecotourism (Noakes and Carlsen 2013; Simpson 2007). In this regard, community leaders can play an important role in building the social capital of the rural poor and indigenous communities as acceptance of community leaders are critical to the rural people and indigenous communities (Wilson et al. 2001). In rural Bangladesh the community concept among indigenous communities is strong and the influence of community leaders on the community members is substantial. The influence of community leaders can be utilised in order to motivate

communities to become involved in tourism-related activities. It would be impossible for the NGOs and aid agencies alone to build trust and confidence among the rural poor and indigenous communities without the help of the community leaders.

Researchers have acknowledged the roles of community leaders in restricting social exclusion (Barnes 2005; Kabeer 2006). In rural Bangladesh, community leaders can take part in the tourism development and poverty alleviation projects of the government and international aid agencies as representatives of rural poor and indigenous communities. As suggested by Bhalla and Lapeyre (1997), participation of community leaders in decision-making in tourism-related projects in rural areas will make community members feel empowered. In the protected areas of rural Bangladesh and in the hill district of Bandarban the UNDP and USAID can facilitate participation of community leaders and thereby facilitate inclusion of the poor people in tourism development process.

6.6.5 Participation of Marginalised Groups in Tourism

In the process of empowering rural poor and indigenous communities, helping them gain financial power is necessary in order to include them in tourism development (Zhao and Ritchie 2007). Moreover, in order to be treated as stakeholders, it is necessary for them to establish legitimate and urgent relationships with other stakeholders working in the same area (Mitchell, Agle, and Wood 1997). Once the marginalised rural poor and indigenous communities are empowered in terms of micro credit, improved infrastructure, health, services, training and education and social capital, they will be able to gain financial power. This will help them establish legitimate relationships with the tourism-related organisations such as tour operators, transport agencies, hotels, guest houses, resorts and restaurants and thus participate in the tourism development process. Rural poor and indigenous communities will be able to establish business relationships with the tourism-related organisations in terms of supplying food, vegetable, fruits, drinks, poultry and dairy products directly to those organisations or selling them directly to tourists. This will encourage them to become definitive stakeholders in the tourism development process in rural areas. Gradually, they will be able to claim economic, social, cultural and political power.

Once they can gain power, the tourism-related organisation necessarily will be establishing a legitimate and urgent relationship with them for the sake of their business. This will lead them to be treated as dominant stakeholders by the tourism-related organisations, government organisations, NGOs, NTO, UNDP, USAID and private tourism organisations.

Poverty alleviation through tourism development has been understood in terms of corporate social responsibility or philanthropy for the tourists, tourism-related organisations, aid agencies and government (Mitchell and Ashley 2010; Scheyvens 2011; Zhao and Ritchie 2007). However, finding an all-inclusive process that can restrict the exclusion of rural poor and indigenous communities from tourism development process is necessary (Scheyvens 2011). In the integrated model of tourism development and rural extreme poverty alleviation, it is indicated that how the root cause of extreme poverty that are different dimensions of social exclusion of rural poor and indigenous communities can be addressed so that they can be included in the tourism development process in a neo-liberal economy where interests of all the stakeholders will be considered.

6.7 Chapter Summary

The findings in this thesis integrated model of tourism development and rural extreme poverty alleviation have been discussed in this chapter. At the outset the tourism development barriers and prospects were discussed in the context of rural Bangladesh. Inadequate infrastructure, unplanned tourism development, lack of stakeholder network, perception problems among the stakeholders and problems related to rural handicrafts have been identified as barriers for tourism development in rural Bangladesh. Simultaneously, the tourism development prospects in terms of beach tourism, nature-based ecotourism, indigenous tourism and crafts tourism have been identified. In the integrated model of tourism development and rural extreme poverty alleviation, the forms of exclusion have been identified. Empowering the rural poor and indigenous communities is suggested through micro credit, infrastructure development, social services, human development, social network and social capital activities. In this regard, the combined works of government

organisations, NGOs, NTO, international agencies such as the UNDP, USAID, ADB, UNICEF, UNESCO, UNWTO, private tourism organisations and the community leaders have been suggested in the rural areas of Bangladesh. It is expected that rural poor and indigenous communities can participate in the tourism development process, thereby gaining power, legitimacy and urgency from the stakeholders and alleviating extreme poverty.

Finally, as a result of the input of the research participants, a new level of knowledge in the discipline has been established in the presentation of the integrated model that clarifies the nexus between tourism development and extreme poverty alleviation in the context of rural Bangladesh.

CHAPTER SEVEN

Conclusion

7.1 Introduction

The final chapter in the thesis addresses the key research question and sub-questions. Central to the current thesis endeavour was the intention to develop an understanding of the relationship between tourism development and extreme poverty alleviation in rural Bangladesh. In order to understand that relationship, answers to the four research sub-questions and the key research question were considered necessary. In this section, answers to those specific questions are described based on the thesis findings and discussion.

During the thesis development journey, the researcher experienced some constraints; these, also, are documented in this chapter. At the same time, several interesting avenues evolved in connection with tourism development and the alleviation of rural extreme poverty. Future research directions will enable the new knowledge achieved in the current thesis to extend even further the understanding of the tourism development and extreme poverty alleviation relationship in different contexts.

7.2 The Roles of Stakeholders

Based on findings in this thesis, it can be concluded that the current role of tourism-related organisations in rural extreme poverty alleviation is limited. The National Tourism Organisation (NTO) is working for tourism development in Bangladesh, although the contribution of this organisation to rural poverty alleviation is inadequate. This is fact that engagement of the rural people in tourism employment and procuring of agricultural products and services can facilitate of rural poor in tourism and bring substantial change to their means of livelihood (Scheyvens 2011). Even though the NTO has been operating accommodation and restaurant businesses in Cox's Bazar, networking with rural poor farmers in terms of procuring agricultural products for food and drinks was not evident.

In developing countries, natural resources such as national forests, beaches, wetlands, hills and streams have received increasing attention and a large portion of tourism includes nature-based ecotourism (IUCN 1994; Strickland-Munro, Allison, and Moore 2010). Tourism in natural resource-based areas offers rural communities certain economic benefits (Noakes and Carlsen 2013; Nepal 2000). However, restrictions on collecting natural resources such as food, firewood, vegetables, medicinal plants and building materials from those areas are a deprivation for the poor and indigenous ethnic communities overwhelmingly dependent on these resources (Brockington 2004). Thus, exclusion from nature-based tourism as well as the protected area resources that previously supported their lifestyles has compounding effect in perpetuating extreme poverty.

NGOs and international aid agencies such as the United Nations Development Program (UNDP) and the United States Agency for International Development (USAID) were found to have substantial opportunities for rural extreme poverty alleviation and conservation through nature-based ecotourism development, however these organisations have not yet been able to realise these opportunities across the whole country. The economic benefits derived from tourism in protected areas can be utilised to achieve a balance between conservation and traditional use of a protected area natural resources for ecotourism (Butcher 2007; Noakes and Carlsen 2013; Wunder 2001). For this reason, protected area tourism development should adopt and implement innovative approaches towards balancing sustainable tourism development and nature conservation, whilst simultaneously supporting those who are overwhelmingly dependent on those natural areas for food, fuel and shelter (Noakes and Carlsen 2013; Nepal 2000).

In Sylhet region where national parks and wetlands exist, international aid agencies USAID have been working with the Forest Department in Nishorgo project in order to protect biodiversity and develop nature-based ecotourism. Most rural people and indigenous communities inhabit areas around these national parks and wetlands and are overwhelmingly dependent on them for their livelihood. NGOs such as Nature Conservation Management (NACOM), Community Development Centre (CODEC)

and Rangpur Dinajpur Rural Service (RDRS) have been working as partner organisations in implementing the Nishorgo project in order to support excluded poor. However, the poverty alleviation programme of these organisations remains quite limited. NGOs and international aid agency USAID have introduced alternative income generation activities in terms of providing training in tour guiding and micro credit facilities to the rural poor for small and micro business, but the opportunities are extremely limited and by no means meet the current requirements or potential.

International organisations such as the UNDP, the United Nations World Tourism Organisation (UNWTO), Asian development Bank (ADB), Economic and Social Commission for Asia and the Pacific (ESCAP), the United Nations International Children's Emergency Fund (UNICEF) and the United Nations Educational, Scientific and Cultural Organization (UNESCO) have important roles to play in the development of tourism in Bangladesh. As a developing country, Bangladesh has been struggling with limited resources for tourism development (GoB 2005) despite the fact that Bangladesh has prospects for nature-based tourism development (Islam and Carlsen 2012). However, due to the lack of human, financial and technical resources the country is yet to utilise its natural resources. The UNDP, ADB and ESCAP can contribute to tourism-based infrastructure and the UNWTO and the UNESCO can contribute to the development of tourism expertise and knowledge.

Handicrafts can be an income generation option for the rural poor people but only if properly managed and linked with tourism (Markwick 2001; Mustafa 2011). Most craft makers in Bangladesh are inhabitants in rural areas but remain unaware of the potential for developing their crafts for the tourist market. Government and NGOs have had a substantial role in reducing physical and social inclusion of rural craft persons (Hall et al. 2012; Panjaitan-Drioadisuryo and Cloud 1999; Robinson and Picard 2006). In this regard, the role of the Bangladesh Folk Art and Crafts Foundation is of great importance. This organisation has been trying to promote and preserve the handicrafts of rural Bangladesh. However, the organisation's function is concentrated to one rural area Sonargaon, whereas handicrafts are produced in all parts the country. Despite the fact that in this study site, Bangladesh Folk Art and

Crafts Foundation has been playing a substantial role in order to make link between tourism and rural handicrafts, such link is necessary across the rural areas of whole country in order to include rural poor and indigenous communities in tourism development and generating income opportunities for them.

Tourism development often has been focussed at the macro level in attracting aid or donations from international aid agencies in developing countries, (Scheyvens 2011). However, including local or rural people and allowing them a degree of inclusion either in terms of employment or self-employment opportunities has been overlooked (Zhao and Ritchie 2007). This issue is not the fault of the international aid agencies, rather one that has to be addressed by the national and regional levels of planning by the government (Scheyvens 2011). In this regard, international aid agencies can influence government planning when allocating funds for tourism development projects in developing countries.

Given the context of rural Bangladesh, the international aid agencies such as UNDP and USAID should consider the economic, social, physical, political and cultural exclusion that occurs. Simultaneously, they should take steps to include the rural poor and indigenous communities when implementing their projects. Alternative income generation opportunities related to tourism must be identified by the international aid agencies in collaboration with the government organisations, NGOs and rural communities so that the rural poor and indigenous communities can escape from the trap of extreme poverty.

The roles of government, non-government, private and international organisations are pivotal in developing the potential for poverty alleviation through tourism development in Bangladesh. However, activities of government organisations related to tourism such as NTO are limited to a few district towns whereas there are substantial prospects for tourism development in many protected areas, national forests, wetlands and indigenous inhabited areas. An important role for the NTO is to undertake workable and practical programs to develop those areas as tourist destinations. However it is difficult for the NTO to develop tourism in those areas without networking with the related government departments. As national forests,

wetlands and indigenous inhabited areas are maintained by the government Forest Department, the NTO needs to undertake joint programs with this department in developing ecotourism in those areas.

Infrastructure facilities in terms of hotels, motels, cottages and restaurants are necessary in order to attract tourists to such areas. Moreover, road, rail, water and power supply, sanitation and health facilities should be made available. In this regard, the active and collaborative role of government departments such as Bangladesh Roads and Highways Department, Bangladesh Railway Authority and the Department of Public Health and Engineering is necessary. Moreover, proper monitoring by the government Environment and Housing Departments will be essential in order to ensure the implementation of planned infrastructure development. NTO can play a leading role in identifying tourism-based facilities needed to develop tourism in the areas of the country and work jointly with related government departments.

The government's Archaeological Department has a critical role in assisting the development of tourism at heritage sites and areas where historical monuments are situated. The present services of the department are extremely limited in rural areas, even though in many sub-district and rural areas there are heritage sites and historical monuments that can be developed as tourist destinations. Heritage sites and historical monuments are spread all over the country and particularly in rural areas, but the offices of the department are urban-oriented. Hence, most heritage sites and historical monuments have under-realised tourism potential.

Similarly, the government's Cultural Department can play a catalytic role for tourism development in the country. Rural and indigenous cultures can be considered as tourism attractions (Scheyvens 2011), so the Cultural Department can take necessary steps to preserve the originality of the cultures whilst engaging with the tourism industry. The department has been extending training facilities in district towns with programs for preserving culture such as folk songs, drama, painting and embroidery. However, the people in rural and indigenous inhabited areas are excluded from these urban-based facilities. Rural and indigenous culture also can be presented to tourists

provided the Cultural Department can extend its training facilities to the people in those areas.

Nature-based conservation programs run by NGOs such as sea turtles, wildlife, migratory birds and national forest conservation include a tour component to be offered to domestic and international tourists. As not many tourism-related organisations know about these programs, links with tourism operators and organisations will need to be established. As NGOs have limited expertise in business and marketing (Forstner 2004), the NTO can play a crucial role in this regard and can work with NGOs, tour operators and other tourism-related organisations in order to present nature-based tourism and conservation in Bangladesh. This will have the dual benefit of alleviating poverty among indigenous rural communities as well as contributing to conservation efforts.

Micro credit programs can support the development of tourism in rural Bangladesh provided that NGOs broaden the scope of the relationship between their micro credit programs and tourism development. In order to make their poverty alleviation programs more effective, NGOs could provide loans to tourism-related small and micro enterprises. In the rural areas where there is tourism potential NGOs can extend micro credit in the accommodation, handicraft, restaurant, local transport, retail, poultry, fishery, dairy and nursery sectors. NGOs have been extending micro credit programs at Sylhet, Bandarban and Cox's Bazar study sites but they have not given priority to the tourism-related sectors and most areas are yet to be offered micro credit programs of NGOs. Also, to be more effective in businesses such as handicrafts, the interest rate and the credit conditions need to be considered by NGOs in order to make participation by poor people viable. In addition to the rural poor having limited options to access financial support without collateral security, the interest rates are relatively high. As a result, rural poor people are reluctant to access micro credit opportunities in the areas where there is potential for tourism-related small and micro businesses.

Researchers have recognised the importance of the inclusion of the poor people in tourism in terms of education, employment and self-employment (Mitchel and

Ashley 2010; Zhao and Ritchie 2007). In this regard, education has a positive impact on the awareness of tourism and communities would be more willing to become involved in tourism if education is introduced or extended to include tourism studies (Teye, Sirakaya, and Sönmez. 2002). As understanding and perception regarding tourism help prepare the future generation for inclusion in tourism, education facilities in the rural areas are necessary for stimulating awareness amongst the young generation. As a basic human right, it is the responsibility of the government to facilitate education to the rural people (Fan, Hazell, and Thorat 2000), but in a developing country like Bangladesh it is difficult for the government alone to do this unless international aid agencies play a substantial support role. In this regard, the role of UNICEF and UNDP is extremely crucial in extending education facilities to the rural poor people of Bangladesh.

Compounding this difficulty, most rural and indigenous people have little or no trust in government and tourism-related organisations, so creating trust through social networks is necessary to get communities involved in tourism activities. In this regard the positive roles of community and local political leaders are of immense importance and their influence can be utilised in building social capital such as trust and confidence within their communities.

7.3 Reasons for Exclusion

In the developing country context the physical, economic, social, cultural and political dimensions of exclusion are evident and rural people remain excluded from economic and social opportunities (DFID 2005; Sen 1976). As a result, rural people are marginalised and forced to live in extreme poverty have quite limited options for supporting, let alone improving, their livelihood (Kabeer 2006). One strategy for developing tourism in rural areas has been to recognise and challenge some of the barriers to participation (Tosun 2001). The limited operation of government tourism-related organisations, limited scope of alternative income generation activities related to tourism, dominance of wealthy people in tourism, inadequate micro credit and training facilities for the poor and lack of knowledge and social capital amongst poor

people are major barriers that exclude the rural poor from tourism development benefits and need to be challenged.

Physical exclusion is a major reason for rural exclusion, as the functions and services of government tourism and related organisations such as NTO, Cultural Department, Archaeological Department, Bangladesh Folk Arts and Crafts Foundation, Forest Department are limited to a few geographic areas. Due to the centralised operation of these government organisations most rural poor are geographically or physically excluded from the services of these organisations. Geographic exclusion can lead to economic, social, cultural and political exclusions as well (Barnes 2005; Bhalla and Lapeyre 1997). Although the programs that can create income generation opportunities include training in handicrafts, indigenous culture and human resource development, most rural poor and indigenous communities are deprived of the training facilities and excluded from tourism development benefits.

Also, the underdeveloped road transportation exacerbates their isolation from urban markets and restricts selling their products directly to tourism-related organisations. They depend on intermediaries as they do not have their own transport to bring their agricultural produce to the market. In this regard, the government has a crucial role to play in terms improved infrastructure in the rural areas of Bangladesh where there is tourism potential.

Economic exclusion provides further evidence that poor people having limited options for alternative income generation activities in relation to tourism. The majority of poor rely on agriculture as their traditional means of maintaining a livelihood. Given that rural people have the opportunity to be involved in tourism through sale of their agricultural products, handicrafts and handmade garments to tourists, the control of the tourism by wealthy elites and dominant intermediaries have become a substantial barrier. Private tourism organisations such as hotels, motels, restaurants, guest houses and cottages have been established by wealthy elites but they have not established a direct trading relationship with the poor rural farmers or indigenous communities. As a consequence, rural poor farmers and indigenous communities are forced to sell their produced items to the dominant

intermediaries at a much lower price than they would get by selling directly to the tourist market. Local Government departments can be influential in forming local farmers' cooperatives in order to delimit the dominance of intermediaries, but have not yet initiated this in the areas studied. In a neoliberal economy, it is not possible to force private tourism organisations to play a substantial role for the poor people where profit maximisation is their main concern (Scheyvens 2011).

Economic exclusion is also perpetuated by lack of education. As rural people are mostly illiterate, they remain unaware of prospects in the tourism industry and of opportunities for improving their livelihood. Neither NGOs nor the NTO have taken any initiative to make these people aware of prospects in the tourism market. It is the case that NGOs do have a degree of expertise in business and marketing, particularly in tourism marketing (Forstner 2004) but unless they can access this expertise the rural poor are will be unable to realise the potential of the tourism market. Through education, the rural poor and indigenous communities in Bangladesh should be empowered by providing necessary information related to the potential of tourism and help them establish a network with the market or tourism-related organisations.

Due to social exclusion and a lack of social capital, the poor people's involvement in tourism remains minimal in rural Bangladesh. Except for a few NGOs such as Bangladesh Rural Advancement Committee (BRAC), Grameen Bank, Association for Social Advancement (ASA), RDRS, and Community Development Centre (CODEC) the rural poor are reluctant to trust any government or government-related organisation. Moreover, they prefer to continue their traditional way of life from agriculture. As a result, social capital in terms of trust and confidence is necessary for the rural poor in order to better involve them in tourism training, employment and small or micro businesses.

Cultural exclusion of rural and indigenous communities is evident in the study site Bandarban. Indigenous culture can be considered as tourism components (Scheyvens 2011) and the government cultural department can take necessary steps to preserve the originality of the cultures of the indigenous communities whilst engaging with them in tourism industry. Government cultural organisations, Bandarban Cultural

Institute Cox's Bazar Cultural Centre have been extending training facilities in district towns with programs for preserving culture such as folk songs, drama, painting and embroidery. However, the people in rural areas are excluded from these urban-based facilities.

Also, cultural exclusion can be happened when using traditional craft products in commercial purposes (MacCannell 1973). Given the context of rural Bangladesh, handicrafts are considered a traditional activity, where rural people and indigenous communities are the producers and users of craft items and handmade garments. Despite there being good prospects for developing handicrafts and handmade garments for tourist markets, these items are on the brink of losing their originality and viability for a number of reasons. The availability of cheaper machine-made products, the reduced interest in producing handicrafts and the absence of a motivation for preserving the crafts amongst younger generations are found to be the major threats to viability. Hence the government Forest Department and Bangladesh Folk Art and Crafts foundation have crucial roles to play in preserving the originality of the country's handicrafts and presenting the same to the tourist market. The Forest Department has been extending training for the indigenous communities in one area on the treatment of raw materials such as wood, bamboo and cane that are used for handicrafts. The Folk Art and Crafts Foundation has been trying to promote the preservation of the country's rural and indigenous crafts through their sole office near the capital city, Dhaka. As these government departments operate in only one area, most rural craftsmen and indigenous communities are deprived of the training opportunities and facilities provided. In order to preserve the country's traditional crafts, and extend them into the tourism market, these departments could decentralise their offices and create a network of training centres across rural Bangladesh.

Political barriers remain a major challenge for linking tourism development and poverty alleviation in rural Bangladesh. Governments of the developing countries are required not only to play a crucial and comprehensive role for tourism development but also in reducing exclusion of poor people from tourism development benefits (Scheyvens 2011). Governments in developing countries are more inclined to take a

growth-oriented approach to tourism in terms of being active to increase the number of foreign tourists (Scheyvens 2011), the assumption being that the benefits will eventually 'trickle down' to the poor. Despite the fact that an increased number of tourists can facilitate increased GDP and foreign exchange earnings, the question remains as to the extent to which it can contribute to the inclusion of poor people in tourism and contribute to the alleviation of extreme poverty. Given the context of rural Bangladesh, the role of government should stretch well beyond economic growth or promotion of tourism to the inclusion of rural poor people in tourism development benefits and to undertake necessary measures to contribute to the alleviation of rural extreme poverty. In this regard, the government can prioritise appropriate sectors such as infrastructure, training, education, health, drinking water and sanitation that essential to the development of tourism in rural areas of Bangladesh. Establishment of small and micro enterprises in rural areas in order to generate self-employment opportunities for rural poor and government approvals in this regard is fundamental. Consequently, in rural Bangladesh government organisations in the national level should play a positive role in developing tourism-related small and micro enterprises. In the study site of Sylhet region examined rural people have come to invest in accommodation-based businesses but there have been problems regarding tax issue from the government organisation at the national level. Presently, the government national level organisation, the National Board of Revenue does not have any incentive programme that offers a tax reduction in order to stimulated investment in small and micro accommodation-based businesses in rural areas. As stated by Kirsten and Rogerson (2002, p. 32):

Informal enterprises are often either neglected by governments in tourism planning, or viewed as nuisance and subject to official harassment.

Political intervention in regulating rural entrepreneurs in tourism-related businesses can undermine the livelihoods of the rural people and economic exclusion can be result (Kirsten and Rogerson 2002). In this regard, it is necessary for the government at national level to develop appropriate policies and a coordinated plan across its

departments and sectors to ensure coherence and support in restricting economic exclusion of rural poor from tourism development benefits.

Despite the fact that government has a crucial role in developing rural agriculture (Fan, Hazell, and Thorat 2000), it is difficult in the government of a developing country like Bangladesh to facilitate long-term subsidies in this sector. Developing linkages between rural farmers and privately owned rural tourism-related organisations can reduce reliance on government and NGO subsidies and allow them to become self-sufficient.

Moreover, any type of pro-poor approach related to tourism will be a challenging issue in a developing country like Bangladesh where the tourism industry is dominated largely by rich and wealthy people. Instead of changing the tourism organisations' view into pro-poor, if a network between the NTO, international aid agencies, NGOs, private tourism organisations and small and micro tourism organisations could be established, all the mentioned organisations would have a better understanding of the necessity for each other's existence in the industry. The causes of marginalisation are not only the traditional means of livelihood of the rural poor but also the institutional barriers that emerge from the activities of the government organisations, NGOs, NTO, international aid agencies, tourism intermediaries and private tourism organisations.

7.4 Overcoming Barriers through Stakeholder Collaboration

Facilitating the linkages between tourism and rural economic sectors such as agriculture, fishery, poultry, dairy and local transportation is necessary in order to include rural farmers in tourism and maximise tourism benefits to them (Scheyvens 2011). However, in practical terms it is a complex task to develop linkages (DFID 1999). Tourism-related organisations rely more on imported items as they rarely compromise with quality (Scheyvens 2011). Researchers have suggested extending financial support, technical assistance and technological support to the rural farmers in terms of cultivation, use of seeds, irrigation and harvesting to improve the quality of their produce (Torres and Momsen 2004; Scheyvens 2011). Quality of local

supplies is an issue in terms of linkages between rural farmers and large tourism organisations such as luxury hotels and restaurants. However, in terms of small and micro tourism-related businesses such as hotels, cottages, guest houses and restaurants in rural areas this may not apply, especially where tourists want to experience local food. In this regard, linking tourism and local food culture is a crucial issue along with financial and technical support to the rural poor farmers. As they tend to be uneducated and unaware of the benefits of tourism, it is difficult for the poor farmers to promote rural food with tourism. Hence a joint effort of NTO and tourism-related small and micro enterprises is required to play a substantial role in linking rural food and tourism.

Even though NGOs appear to be dominant stakeholders in terms of supporting rural poor and indigenous communities by means of extending micro credit and social services, they also face difficulties in securing resources (Forstner 2004). NGOs are not independent in terms of resources and they are very dependent on foreign donors. Even though NGOs can extend micro credit to the poor and indigenous communities in potential rural economic sectors such as agriculture, poultry, dairy and local transport, linking these sectors with tourism has not been pursued by the NGOs. As a consequence, these rural sectors can be under serious threat and the poor remain marginalised. So, the role and responsibilities of NGOs working for rural poverty alleviation need to be to not only provide micro credit or social services for the poor but also determine how the micro credit borrowers can be linked with the market or tourism-related organisations as an integral responsibility. Despite the fact that NGOs have limited expertise in business and marketing, particularly in tourism marketing (Forstner 2004), they should develop a network with the government tourism organisation and include micro credit beneficiaries in that network.

The present activities of the NTO, NGOs, international aid agencies, local government departments and private tourism organisations in Bangladesh are somewhat idiosyncratic. Joint efforts, particularly by the NTO and NGOs are fundamental for linking rural poor with tourism development and thereby addressing poverty alleviation in Bangladesh. NTO and private tourism organisations are related

with the tourism development of the country, but it is difficult for these two organisations to contribute to poverty alleviation in rural Bangladesh unless, a network among the other organisations is established. Until NGOs and international aid agencies and local government departments are working directly for the infrastructure development of rural areas and empowering the rural poor in terms of micro credit and capacity building through training, poverty alleviation through tourism will not be realised.

In the current integrated model of tourism development and rural extreme poverty alleviation the development of collaborative approach by the stakeholders is suggested in order to empower rural poor and indigenous communities instead of pursuing individual support strategies. As proposed in their model Mitchell, Agle and Wood (1997) defined how a non-stakeholder can become stakeholder by possessing stakeholder attributes of power, legitimacy and urgency and becoming a definitive stakeholder requires the gradual acquisition of all three attributes. The integrated model of tourism development and rural extreme poverty alleviation fits within the ideological framework of gaining power, legitimacy and urgency of the rural poor and indigenous communities. In order to restrict economic, social, physical, political and cultural exclusions of rural poor and indigenous communities, specific roles of the stakeholders have been suggested. The combined effort of the stakeholders can play a substantial role in empowering the rural poor. Once the rural poor and indigenous communities are able to become stakeholders by claiming financial power and legitimate business relationships with tourism-related organisations, they will no longer be considered as dependent or non-stakeholders; rather, they become definitive stakeholders. This process is expected to be a pathway to the alleviation of extreme poverty in the rural poor and indigenous communities.

Finally, in the integrated model of tourism development and rural extreme poverty alleviation it is proposed to identify the reasons rural poor and indigenous communities are excluded from tourism development benefits. Once the causes of exclusions are identified, empowerment programs are suggested for the marginalised groups. The collaborative role of the stakeholders in this regard is also recommended

in the integrated model. This can help the rural poor and indigenous communities in gaining power legitimacy and urgency that are required to become a definitive stakeholder in tourism development process and thus alleviating their extreme poverty.

7.5 Thesis Limitations

The objective in the thesis was to understand the nexus between tourism development and extreme poverty alleviation in rural Bangladesh. While conducting the thesis in conjunction with that objective, the researcher experienced a number of theoretical and practical constraints and consequently the thesis has several limitations.

Initially, the research was undertaken based on the three grand theories; i.e., Mitchell et al.'s Stakeholder Identification and Saliency Theory, Homan's Social Exchange Theory and Mitchell's Social Network Theory. However, at the time of the qualitative data collection pre-test it was observed that interviewees had limited links with other tourism-related organisations. Also, interviewees were reluctant to provide information on the rural poverty and the roles of tourism-related organisations. The pre-test interviews compelled the researcher to disregard proposed interview framework based on Mitchell et al.'s (1997) Stakeholder Identification and Saliency Theory and Homan's (1958) Social Exchange Theory and Mitchell's (1973) Social Network Theory. Instead a semi-structured interview schedule was developed to identify the barriers to and facilitators of rural poor and indigenous community involvement in tourism development, including the individual roles of stakeholder organisations in that development. An integrated model is proposed in order to explain the relationship between tourism development and rural extreme poverty alleviation in Bangladesh based on the interview findings and discussion.

In selecting the research study sites, emphasis was given to the ability to access the relevant tourism development and poverty alleviation of organisations including local government, UNDP, NGOs and private tourism organisations of Bangladesh. Access to poor people in rural areas and indigenous communities also was a criterion

for selection of study sites. Consequently, due to these criteria and limited time and resources, study sites were limited to only four even though many areas of rural Bangladesh remain impoverished. .

Determining a representative sampling unit is a vital issue in any type of research approach, quantitative or qualitative. In this thesis, the researcher faced a wide range of constraints while finding the appropriate sampling unit. Access to the proper organisations, individuals and communities was an initial constraint. As this was the first ever attempt to understand the tourism development and extreme poverty alleviation relationship in the context of rural Bangladesh, selecting a representative sampling unit was a great challenge. Under these circumstances, the researcher had to rely on respondent-driven sampling to reach other knowledgeable respondents. Due to time constraints and the scattered location of tourism experts, it was not possible to manage focus group discussions or other methods of data collection thereafter.

As a result of socio-cultural factors, the interviewing of women participants is always a difficult task in Bangladesh. Given that the interview is influenced by the personal characteristics of the interviewer such as gender, despite the best efforts of the researcher it was not possible to gain access to women participants for interviews. Most women who were approached to participate were very reluctant to take part and, in one case the researcher was asked by a female interviewee to terminate the interview. The recorded interview was destroyed instantly as requested by the interviewee. Thus, the researcher was able to conduct only seven interviews with women. While important information related to the investigated phenomenon has been documented from the interviews with the women, it is not possible to generalise from the information provided by the limited proportion of female respondents.

A total of 49 interviews were conducted to collect qualitative information for the thesis, of which responses of 48 research participants were analysed. While conducting interviews, information on special types of tourism and their relation with poverty alleviation evolved based on protected area tourism, indigenous tourism, wildlife tourism and crafts tourism. However, the huge volume of qualitative data

also made the analysis and interpretation time consuming. Thus, it was not possible for the researcher to compare the specific types of tourism development and poverty alleviation links such as indigenous tourism and poverty alleviation, protected area tourism and poverty alleviation, crafts tourism and poverty alleviation and wildlife tourism and poverty alleviation. As the thesis was the first effort of any researcher in Bangladesh to understand the tourism development and extreme poverty alleviation relationship in this context, priority was given to developing a holistic view of the investigated phenomenon rather than any specific niche of tourism development and its relation with poverty alleviation.

The thesis adopted the Critical Theory approach and benefitting the marginalised groups of people is one of the key aspects of applying the critical theory paradigm in any research (Denzin and Lincoln 1994; Jennings 200; Rasmussen 1996). Due to time constraints, the thesis outcome has not been applied in the study sites in order to assess the usefulness of the findings, although the applicability of the integrated model of tourism development and rural extreme poverty alleviation has been examined by the researcher. The researcher sent the integrated model and thesis findings to the research participants related to the NGOs, NTO, Bangladesh Folk art and Crafts Foundation, UNDP and USAID and requested them to provide their opinions regarding their applicability in the context of rural Bangladesh in order to include poor people and indigenous communities in the tourism development process and to alleviate extreme poverty. The participants responded and agreed that the findings can benefit the rural people and indigenous communities living under extreme poverty. In this regard, the letter of one research participant, the Director of Bangladesh Folk Art and Crafts Foundation, is incorporated in the thesis (see Appendix N) with his prior permission. Thus, the implementation of the thesis findings can be ensured through an integrated approach supported by all stakeholder organisations such as government, NGOs, international aid agencies, tourism and related organisations and communities. Moreover, the outcome of the thesis can be of immense importance in the future for benefitting the poor people of Bangladesh currently excluded from tourism development benefits.

7.6 Future Research Directions

The thesis not only adds a new avenue to existing literature on tourism development and poverty alleviation but also provides an opportunity to widen the scope for future research. Continued research and evaluation of tourism development and poverty alleviation from the social, economic, political, environmental and psychological aspects is essential for understanding their importance. Similarly, it is necessary for organisations working in the area to use the study outcomes to benefit the poor throughout the country. The current thesis has been able to unlock a number of new avenues for future research in this regard. In a developing country like Bangladesh, national forests, wetlands and heritage sites are surrounded by poor people. Consequently, future research can continue to explore the relationship between protected area conservation, specific forms of ecotourism and poverty alleviation. Furthermore, the comparison of the relationships between indigenous tourism and poverty alleviation, crafts tourism and poverty alleviation, heritage tourism and poverty alleviation can be explored. As these variations of the tourism industry are different in terms of their nature, the nexus of each one with the goal of poverty alleviation can be of great importance in contributing to knowledge and practice.

The major portion of the poor people in Bangladesh is comprised of rural women and their involvement in tourism is a crucial issue in terms of socio-cultural, economic and practical aspects of business research. Employing women researchers would enable a more widespread exploration of responses from females in terms of their desires, potential and perceived obstacles to their involvement in tourism. A qualitative approach substantially will help unlock the subjective feelings of poor women with regard to their involvement opportunities in tourism development in Bangladesh.

Most poor people in rural Bangladesh are dependent on traditional agriculture. While tourism can open opportunities for them in terms of employment and small and micro businesses, preparing the poor for involvement in tourism development is a significant issue which requires further research. Preferably, the transition of people from their present situation of poverty to having an involvement in tourism should be

built on trust and understanding. Thus, research could be conducted to determine the levels of trust, awareness and training needed by poor people if they are to be involved in tourism. Similarly, research on the readiness of indigenous communities to be involved in tourism can be of great interest to governments and other stakeholders.

While the qualitative responses in the current thesis have been collected from organisations such as government, NGOs, UNDP, USAID and private tourism organisations, a comparative study of the organisations in terms of their roles in tourism development and poverty alleviation has the potential to improve the extension of tourism benefits to the poor whilst also enriching the literature on tourism and poverty alleviation.

Finally, it is expected that this study will help generate interest in further qualitative and comparative studies of tourism and rural poverty alleviation in other developing countries with a dominant rural population to enrich the body of literature in this area.

7.7 Chapter Summary

Tourism is considered to be one of the most important development tools in many developing countries, yet there remain a number of institutional and practical barriers that exclude the rural poor people and force them to continue living in extreme poverty. Economic, physical, social, cultural and political exclusion factors have been shown to cause the extreme poverty of people and indigenous communities living in rural areas of Bangladesh. Despite the fact that Bangladesh has embraced the MDGs of the United Nations for halving world extreme poverty, often the position of tourism as an important stimulus to poverty alleviation has not been recognized or understood by key organisations.

It is absolutely necessary to develop a network among different levels of government organisations, local, regional, and central, NGOs, private organisations, international organisations and aid agencies, community and political leaders in order to develop

tourism-related micro and small enterprises and support the rural people and indigenous communities living under extreme poverty.

Although a wide range of barriers exist for the rural poor prior to their involvement in a country's tourism sector, some of these, such as economic barriers for micro enterprises, are slowly being overcome. In addition, although a large number of NGOs and government organisations have been working with micro-credit programs in the rural areas of Bangladesh, the full benefits of the programs have not reached the majority of rural people.

In summary, the thesis has identified that tourism development can be of great importance in Bangladesh as a country with a dominant rural population and an urgent need to alleviate poverty. Tourism can be an effective means of promoting development of micro-enterprises through investment, training and support. An integrated approach recognizing the importance of tourism in transforming rural economies and communities supported by all stakeholder organisations, government, NGOs, international aid agencies, tourism and related organisations and communities, has been identified as an essential pre-requisite to unlocking tourism opportunities for the poor living in extreme poverty in rural Bangladesh and other developing countries.

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Every reasonable effort has been made to acknowledge the owners of copyright material. I would be pleased to hear from any copyright owner who has been omitted or incorrectly acknowledged

APPENDIX A

Objectives of National Tourism Policy of Bangladesh Declared in 1992

- *To create interest in tourism among the people*
- *To preserve, protect, develop and maintain tourism resources*
- *To take steps for poverty-alleviation through creating employment*
- *To build a positive image of the country abroad*
- *To open up a recognized sector for private capital investment*
- *To arrange entertainment and recreation*
- *To strengthen national solidarity and integrity*

Source: BPC, 1992,

http://www.bangladeshtourism.gov.bd/corporate_info_policy.php#development

Accessed 07-07-2009.

APPENDIX B

Introductory Letter to the Organisational Heads

I am undertaking this study as part of my doctoral studies titled: '*An Investigation into the Relationship between Tourism Enterprise Development and Poverty Alleviation in Bangladesh*' with Curtin Business School at Curtin University of Technology, Perth, Western Australia. The purpose of the study is to develop knowledge and understanding of the relationship between tourism enterprise development and poverty alleviation in Bangladesh. The present and potential roles of the tourism stakeholders and networks in poverty alleviation and development of tourism enterprises in Bangladesh will be explored. Moreover, the research will investigate the barriers to the poor participating in tourism enterprises along with possible solutions.

I am writing to kindly request your assistance and support in the study. Participation will involve in-depth interviews with the members of the management team, managers of your business units and individuals at varying levels within your organization. The interviews will last for approximately one hour at a convenient place and schedule preferred by the interviewee. I have enclosed an open-ended questions so that you may review the same prior to interview. Your cooperation and consent is most vital in accessing the potential interviewees in your organization. Participation is voluntary and all interviews will be totally confidential and anonymity assured. Participants may also withdraw from the study at any stage without penalty.

If confirmation of these details is needed, please feel free to contact my supervisor Professor Jack Carlsen, Co-Director, Curtin Sustainable Tourism Centre, Curtin University of Technology, Perth, Western Australia via email: Jack.Carlsen@cbs.curtin.edu.au or my associate supervisor Associate Professor Laurie Dickie, CBS Higher Degree by Research, Curtin University of Technology, WA via email: laurie.dickie@cbs.curtin.edu.au.

I wish to express my appreciation and gratitude for your assistance. I will contact you in the near future with the anticipation of your kind consent in accessing your organization for interviews.

Sincerely,

Md. Faridul Islam
PhD Candidate
Curtin Business School
Curtin University of Technology,
Perth, Western Australia
Email: mfislam2001@yahoo.com

APPENDIX C

Response from an Organisation Head



বাংলাদেশ পর্যটন কর্পোরেশন
BANGLADESH PARJATAN CORPORATION



National Tourism Organization

Shetu Bhaban (5th Floor), New Airport Road, Banani, Dhaka-1212, Bangladesh

Tel: 88-02-8833229, Fax: 88-02-8833900, E-mail: info@bangladeshtourism.gov.bd, Website: www.bangladeshtourism.gov.bd

Ref: No:-Pts/Trg/1(47)/08/36/২৬৫

Date: 19 January 2010

Subject: **In-depth Interview for Ph.D Programme**

Ref: Letter of Mr. Faridul Islam from Curtin University, Australia, dated 08-01-2010

Dear Mr. Faridul,

In reference to your letter on the above stated subject, we are pleased to give consent to carry out interviews of BPC officials for your Ph.D programme on "An Investigation into the Relationship between Tourism Enterprise Development and Poverty Alleviation in Bangladesh". You may also visit our different outlets for carrying out your necessary interviews subject to bear all sorts of expenditures whatever involved by yourself. It is also important to know at our end about your complete plan and time-period regarding the interviews in advance.

Thanking and assuring of your highest co-operation at all times

Mr. Md. Faridul Islam
Associate Professor
Department of Marketing
University of Rajshahi
Rajshahi-6205
Bangladesh


(Md. Hemayet Uddin Talukder)
Chairman
Phone: 880-2- 8833229

APPENDIX D

In-depth Interview Questions

Introductory Questions:

In order to start, please advise-

-Your name

-Year(s) of experience at your present service

-Your present position, duties and responsibilities in the organization

Key Questions:

1. Could you please tell about your organization's present role for tourism development of this area?
2. Could you please tell about the other stakeholders who have key roles for developing tourism of this area?
3. What relations (networks) do you have with other organizations (Government, NGOs, International Organizations etc.) at present?
4. How are these networks and relationships benefitting the poor of this destination?
5. Who's' role can be considered as key one in this relationship or network and why?
6. What program(s) is undertaken by your organization, alone or jointly, to help the poor of this area?
7. Could you please tell me about the personal, political, financial or any other powers that are functioning behind this program?
8. Could you please tell me about the institutional barriers that prevent the poor getting involved in tourism in this destination?
9. What kind of networks or relationships is desirable for you to contribute to the poverty alleviation problem of this destination?
10. Could you please tell the name of any organisation or individual who can elaborate this issue more?

APPENDIX E

Formal Letter Explaining Interview Objectives and Related Issues

My name is Md. Faridul Islam. I am undertaking this research as part of my PhD program titled: '*An Investigation into the Relationship between Tourism Enterprise Development and Poverty Alleviation in Bangladesh*' with Curtin Business School, Curtin University of Technology, Western Australia.

Purpose of Research

The purpose of this research is to develop knowledge and understanding of the relationship between tourism enterprise development and poverty alleviation in Bangladesh. This will be achieved through investigating the present and potential roles of the tourism stakeholders and networks in poverty alleviation and development of tourism enterprises in Bangladesh.

Your Role in this Study

I am interested to finding out the present and future roles of your organization and networks in poverty alleviation of Bangladesh. I will ask you about poor people's limitations that restrict them in participating tourism enterprises in Bangladesh. I will also be interested to know the possible solutions for ensuring poor's participation in tourism enterprises. The interviewee must aged 18 years and above. The interview process will take approximately 1 hour. The interview will take place at your preferred place and schedule. Individual interview will be recorded with your permission. The researcher may re-visit, re-interview and follow-up telephone to get further information. A summary report of your interview will be sent to you, so that, necessary rectification can be done to get accurate information as you desire to provide for this study.

Consent to Participate:

Your involvement in this research is entirely voluntary. You have the right to withdraw at any stage without it affecting your rights or my responsibilities. When you sign the consent form, I will assume that you have agreed to participate and allow me to use your data/ information in this research.

Confidentiality:

The information you will provide will be kept separate from your personal details and only my supervisor and I will have access to it. The interview transcript will not have your name or personal details on it. In adherence to university policy, the interview records and transcripts will be kept in a locked cabinet for five years before it is destroyed.

Further Information:

This research has been reviewed and given approval by Curtin University of Technology Human Research Ethics Committee Approval (Approval No. MGT-HDR 08/09). If you would like further information about the study, please feel free to contact:

Supervisor:	Associate Supervisor:	Researcher:
Professor Jack Carlsen	Associate Professor Laurie	Md. Faridul Islam
Co-Director	Dickie	PhD Candidate
Curtin Sustainable Tourism	Academic Coordinator	Curtin Business School
Centre	CBS Higher Degree by	Curtin University of
14 Brodie Hall Drive	Research	Technology
Technology Park, Bentley, WA-	Curtin University of	10 Brodie Hall Drive
6845	Technology	Technology Park, Bentley,
Jack.Carlsen@cbs.curtin.edu.au	GPO Box U1987, Perth, WA	WA-6845
	6845	mfislam2001@yahoo.com
	laurie.dickie@cbs.curtin.edu.au	

Your participation in this research is greatly appreciated.

APPENDIX F

Consent Form for Interviewees

I _____ agree to participate in the research project titled: '*An Investigation into the Relationship between Tourism Enterprise Development and Poverty Alleviation in Bangladesh*', being conducted by Md. Faridul Islam, of Curtin University of Technology, Perth, Western Australia as part of his PhD within Curtin Business School.

Md. Faridul Islam has explained the purpose of the study is to understand the relationship between tourism enterprise development and poverty alleviation of Bangladesh.

I am aware that participation is voluntary and that I may withdraw from the study at any time.

I have agreed for this interview to be taped/ recorded.

I understand that all information provided is treated as confidential.

I agree the information gathered for this research may be published provided names or any other information that may identify me is not used.

Name: _____ Signature _____

Date: _____


Investigator's Name: _____ Signature _____

Date: _____

Date _____

APPENDIX G

Letter of One of the Interviewees on Verifying Transcript


বাংলাদেশ লোক ও কারুশিল্প ফাউন্ডেশন
BANGLADESH FOLK ART AND CRAFTS FOUNDATION
 সংস্কৃতি বিষয়ক মন্ত্রণালয়
 সোনারগাঁও, নারায়ণগঞ্জ

টেলিফোন : ০৬৭২০৫৬৩০১, ফ্যাক্স : ০৬৭২০৫৬২০০
 ই-মেইল : director@sonargaonfolk-museumbd.com
 ওয়েবসাইট : www.sonargaonfolk-museumbd.com

তারিখ :

Dear,

Mr. Faridu Islam
 PhD Candidate,
 Curtin University of Technology, WA


Associate Professor
 Dept. of Marketing
 University of Rajshahi
 Rajshahi-6205
 Bangladesh.

With due respect, I would like to inform you that the transcript of my interview is ok. I have no further any comments. I have done little bit correction. I am returning the ~~sig~~ transcript for your further proceed.

Thanking you
 yours truly
 Md. Rabiul Islam
 Deputy director (acting)
 Bangladesh Folk art &
 Crafts foundation,
 Sonargaon, Narayanganj

APPENDIX H

Signed Consent Form of the UNDP Official

	United Nations Development Programme
	Khushiray Tripura District Manager, Bandarban Chitragong Hill Tracts Development Facility (CHTDF)
Interview Plan/ Open-ended	
	Dhaka Office IDB Bhaban (7th Floor) Sher-e-Bangla Nagar G.P.O. Box 224 Dhaka-1000 Tel : 880-2-811 8600 Fax : 880-2-913 2656
	Bandarban Office Don Bosco High School Road Jaldi para, Bandarban-4600 Tel : (0361) 63002-4 Ext. 101 Fax : (0361) 62723 Mobile : (88) 01556373906
	Bangladesh khushiray.tripura@undp.org ■ www.un-bd.org/undp

Ice Breaking with the Respondent:

The researcher will brief the respondent about the main understanding of the nexus between tourism enterprise development of Bangladesh. How this research can contribute to the country's poverty alleviation problem by involving poor people in tourism enterprises in future that issue will also be highlighted at that time.

The Interviewee Signs the Consent Form:

Information sheet and the consent form will be attached with the open-ended questions.

Consent Form

I Adv. Khulij Tajin agree to participate in the research project titled: 'An Investigation into the Relationship between Tourism Enterprise Development and Poverty Alleviation in Bangladesh', being conducted by Md. Faridul Islam, of Curtin University of Technology, Perth, Western Australia as part of his PhD within Curtin Business School.

Md. Faridul Islam has explained the purpose of the study is to understand the relationship between tourism enterprise development and poverty alleviation of Bangladesh.

I am aware that participation is voluntary and that I may withdraw from the study at any time.

I have agreed for this interview to be taped/ recorded.

I understand that all information provided is treated as confidential.

I agree the information gathered for this research may be published provided names or any other information that may identify me is not used.

Name: Adv. Khulij Tajin Signature: Khulij Tajin 6.5.10

Date: _____



Investigator's Name: Md. Faridul Islam Signature: Faridul Islam 06/05/2010

Date: _____

1

APPENDIX I

Signed Consent Form of an Interviewee

<p align="center"><u>Interview Plan/ Open-ende</u></p> <p>Ice Breaking with the Respondent:</p> <p>The researcher will brief the respondent about the main understanding of the nexus between tourism enterprise of Bangladesh. How this research can contribute to the country's poverty alleviation problem by involving poor people in tourism enterprises in future that issue will also be highlighted at that time.</p> <p>The Interviewee Signs the Consent Form:</p> <p>Information sheet and the consent form will be attached with the open-ended questions.</p> <p align="center">Consent Form</p> <p>I, <u>Md. Mazharul Islam</u> agree to participate in the research project titled: 'An Investigation into the Relationship between Tourism Enterprise Development and Poverty Alleviation in Bangladesh', being conducted by Md. Faridul Islam, of Curtin University of Technology, Perth, Western Australia as part of his PhD within Curtin Business School.</p> <p>Md. Faridul Islam has explained the purpose of the study is to understand the relationship between tourism enterprise development and poverty alleviation of Bangladesh.</p> <p>I am aware that participation is voluntary and that I may withdraw from the study at any time.</p> <p>I have agreed for this interview to be taped/ recorded.</p> <p>I understand that all information provided is treated as confidential.</p> <p>I agree the information gathered for this research may be published provided names or any other information that may identify me is not used.</p>	<p>Md. Mazharul Islam (Zahangir) Cluster Director Sylhet Cluster</p> <p>Integrated Protected Area Co-Management Project (IPAC)</p> <p>Bharaura Road, Uttara R/A, Sreemongal, Moulvibazar, Bangladesh Cell : +8801711 811906 Tel : 08626 71098 E-mail : M.M.Islam@cgiar.org mi_zahangir@yahoo.com Website : www.nishorgo.org/IPAC www.worlifishcenter.org</p> <p> </p>
<p>Name: <u>Md. Mazharul Islam</u> Signature: <u>[Signature]</u></p> <p>Date: <u>11.07.10</u></p> <p>Investigator's Name: <u>Md. Faridul Islam</u> Signature: <u>[Signature]</u> Cluster Director, IPAC</p> <p>Date: <u>11.07.2010</u></p> <p align="right">1</p>	

APPENDIX J

Interview Transcripts in Internal Source Folder of NVivo

The screenshot shows the NVivo software interface for a project named 'PhD Project 270611.nvp'. The 'Sources' pane on the left shows a tree view with 'Internals' expanded to show 'Interviews' and 'Literature'. The main window displays a table of interview transcripts under the 'Interviews' section. The table has columns for 'Name', 'Node', and 'Reference'. The status bar at the bottom indicates 'FARID' with 48 items.

Name	Node	Reference
Abakash Shibul Azam	75	77
Abdul Goni	53	79
Abdullah Boatman	50	58
Ambalica	41	45
Ananda Mohan NVivo	97	154
BRAC NVivo	56	62
Delwar Hos Swapnopuri	57	64
Director Bandarban Cultural Ins	81	98
Director Planning NVivo	61	84
Hiren Dev	36	36
IPAC Hashem NVivo	110	148
IPAC Jahangir NVivo	87	152
Johny Lusai	61	77
Joshomoti Sinha	50	49
Kazi Shamsul Haque Eco Cottage	74	73
Kyaw Shoi Hla	118	211
Lila Murong	77	80
Majbritt Thompsen NVivo	85	219
Md. Liakot Ali Mollah	57	68
Minnot Ali	40	57
Motahar Hossain (NTO)	49	54
Motel Laboni	69	73
Motel Probal	56	68
Mr. Rabiul Isalm NVivo	72	99
Nanking Community Center and Res	42	50
Nasima Akhter Bakul	80	87
Nirmola Sinha	45	44
Pankaj Paul Ujjal	63	77
Papia Sultana Rosy	65	79
President BTF	61	103
Rabindra Gope	67	63
Rabindra Kumar Sinha	50	47
Rafiq Rahman	64	76
Ramesh ram Gouro	36	38
Sadiq Ahsan	100	131
Sandha Rani Interview NVivo	61	74
Sattaban Sinha	66	66
Sea palace Sajib Chak	73	84
Seagull	62	65
Shamol Dev Bormon	57	64

APPENDIX K

Answers to Interview Questions in Node Form

The screenshot shows the NVivo software interface with the 'Auto Nodes' search results for 'Questions'. The interface includes a menu bar (File, Home, Create, External Data, Analyze, Explore, Layout, View), a ribbon with various tools (Go, Refresh, Open, Properties, Edit, Paste, Merge, Format, Paragraph, Styles, Editing), and a main workspace. The 'Nodes' pane on the left shows a tree view of nodes, including 'Auto Nodes for Q 7', 'Auto Nodes', 'Auto Nodes Q 4', 'Autocoding and Themes', 'Barriers for Tourism Develo', 'Q 1 Part 2 Tourism Develo', 'Q 4 Present Relations Ben', 'Q 5 Fresh Organisations H', 'Q 5 Organizations have rol', 'Q 6 Sole or Joint Programs', 'Q 7 And Q 9 Present and D', 'Q 8 Barriers prevent the po', 'Q1 Part 1 Barriers for Touri', 'Q2 & Q3 Link between Stak', 'Themes on Barrier for TD', 'Themes on TD', 'Themes only', 'Relationships', and 'Matrices'. The 'Auto Nodes' pane on the right shows a table of search results for 'Questions'.

Name	Source	References
Questions	0	0
Q. 1 Organization's role in tourism development~	48	48
Q. 10 Suggest name or organization	47	47
Q. 2 Links with stakeholders have roles in tourism~	48	48
Q. 3 Relationships with Government, NGOs and International Organizations~	48	48
Q. 4 Networks and relationships benefitting the poor~	48	48
Q. 5 Organizations have role in tourism and poverty alleviation~	48	48
Q. 6 Programs undertaken alone or jointly to help the poor~	48	48
Q. 7 Personal, political, financial or any network functioning in the program(s) undertaken~	48	48
Q. 8 Barriers prevent the poor getting involved in tourism~	48	48
Q. 9 Networks and relationships desirable for poverty alleviation through tourism~	48	48
Thank you very much	48	48

At the bottom of the interface, there is a navigation pane with icons for Sources, Nodes (selected), Classifications, Collections, Queries, Reports, and Models.

APPENDIX L

Codes and NVivo Generated Coding Stripes

The screenshot displays the NVivo software interface for a project named 'PhD Project 270611.nvp'. The interface is divided into several main sections:

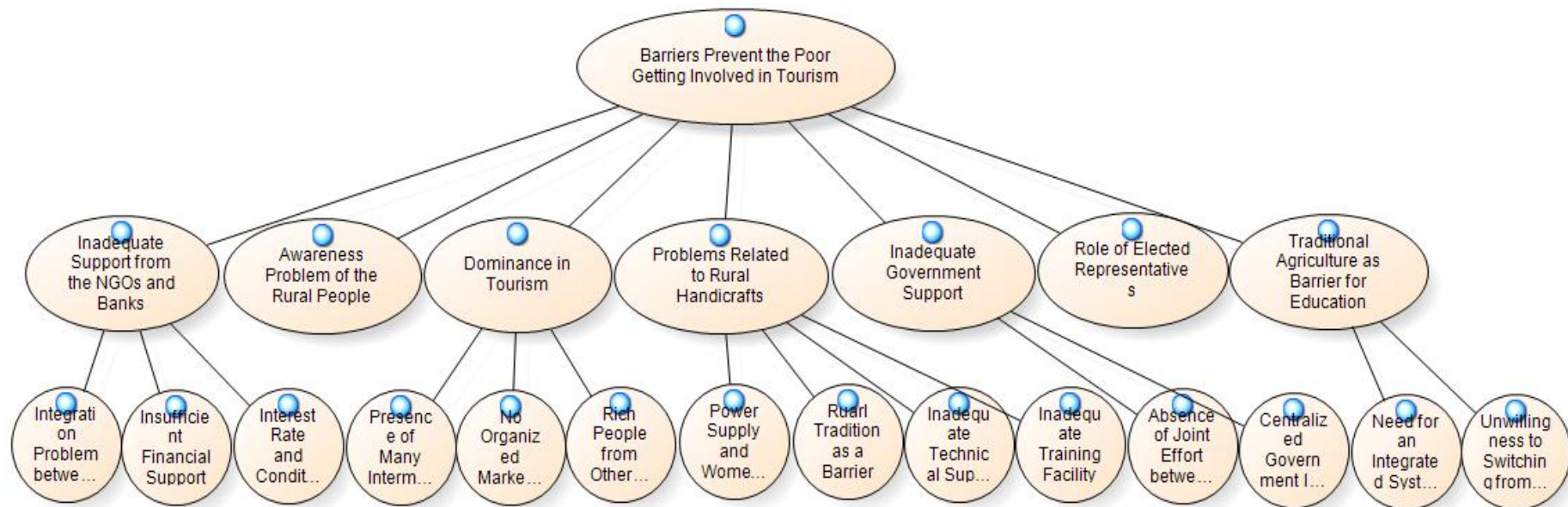
- Menu Bar:** Includes File, Home, Create, External Data, Analyze, Explore, Layout, and View.
- Toolbar:** Contains various icons for navigation, analysis, and visualization, such as 'Navigation View', 'Find', 'Quick Coding', 'Dock All', 'Undock All', 'Close All', 'Zoom', 'List View', 'Node', 'Matrix', 'Highlight', 'Classification', 'Coding Stripes', 'Annotations', 'See Also Links', 'Color Scheme', 'Relationships', and 'Links'.
- Nodes Panel (Left):** A hierarchical tree structure showing the project's organization. The selected node is 'Q 1 Part 2 Tourism Development Prospects in Bangladesh', which includes sub-nodes like 'Eco-tourism', 'Indigenous Tourism', and 'Country's Folk Arts and Crafts as Tourist Products'.
- Text Pane (Center):** Displays the content of a selected reference. The text is highlighted in yellow, indicating it has been coded. The reference text includes:

Reference 2 - 1.55% Coverage
 taken place over there. Lots of trees are planted also over there by us. So, we take care of the environment, plant, natural beauty, greeneries more than anyone that I can say. It's tremendous.

Reference 3 - 1.17% Coverage
 Usually, we take maximum eight tourists in a group to guide. We do not take more than eight tourists in the trailing as it creates pressure on the forest.
- Coding Stripes (Right):** A vertical bar on the right side of the text pane that visualizes the coding process. It shows colored bars corresponding to the codes applied to the text. The legend on the right identifies the codes: 'Eco-tourism' (green), 'Indigenous Culture as Tourism Product' (red), 'Indigenous Culture as Tourism Product' (orange), 'Indigenous Tourism' (purple), and 'Q 1 Organization's role in tourism development' (blue).

APPENDIX M

Thematic Map of Barriers Excluding Rural Poor and Indigenous Communities from Tourism Benefits



Appendix N

Research Participant's Opinion on Applicability of the Thesis Findings in Bangladesh



Bangladesh Folk Art & Crafts Foundation

Sonargaon, Narayanganj
Ministry of Cultural Affairs
Phone:+88-027656331
Fax:+88-027656230
E-mail:director@fms.gov.bd

Memo no.BFACF-570

Date: 21st Spetember 2012

Md. Faridul Islam
PhD Student, Curtin University
Western Australia

Sub: Applicability of Your Thesis Findings in Bangladesh.

Dear Mr. Islam,

Thank you very much for sending your research outcome. We have already gone through the findings of your research and we believe that your contribution is fundamental in terms of tourism development and poverty alleviation of Bangladesh. Also, we believe that your model is applicable in context of Bangladesh provided the related organisations work altogether.

We wish your successful PhD completion.

Regards,

(Rabindra Gope)
Director
Bangladesh Folk art & Crafts Foundation
Sonargaon, Narayanganj.

APPENDIX O

Description of Organisational Respondents

SL No	Interview No	Gender	Organisation Name	Organisation Nature	Position in Organisation
01	01	Male	National Tourism Organisation	Government Organisation	Director, Planning
02	02	Male	M/S Swapnopuri Private Ltd.	Private Organisation	Managing Director/ Member, Union Council
03	03	Male	National Tourism Federation	Autonomous Body	President/Member, Tour Operators' Association
04	04	Male	Folk Art & Crafts Foundation	Government	Director
05	05	Male	Folk Art & Crafts Foundation	Government	Deputy Director
06	06	Male	Nanking Community Centre	Private	Managing Director
07	25	Male	National Tourism Organisation	Government Organisation	Unit Manager
08	26	Male	Hotel Seagull Ltd.	Private	General Manager
09	27	Male	National Tourism Organisation	Government Organisation	Unit Manager
10	29	Male	National Tourism Organisation	Government Organisation	Unit Manager
11	30	Male	Hotel Sea Palace Ltd.	Private	Manager, HR
12	31	Male	National Tourism Organisation	Government Organisation	Unit Manager
13	32	Male	Cox's Bazar Cultural Centre	Government	Director
14	33	Male	Bandarban Cultural Centre	Government	Director
15	34	Male	Bandarban District Council	Government	Chairman
16	36	Male	BRAC	NGO	Area Manager
17	37	Male	UNDP	International Organisation	District Manager
18	38	Male	Viator International	NGO	Managing Director
19	39	Male	Abakash Tourism Ltd.	Tour Operator	Managing Director
20	41	Female	Views on Tourism	Tourism Research Org	Senior Researcher
21	42	Male	USAID	International Aid Agency	Capacity Building Specialist
22	43	Male	Swallows	International NGO	Executive Director
23	44	Male	Forest Department	Government	Forest Officer
24	48	Male	USAID	International Aid Agency	Cluster Director

APPENDIX P

Description of Community Respondents

SL No	Interview No	Gender	Community	Livelihood Means
01	07	Male	Indigenous	Retailer of Crafts
02	08	Female	Indigenous	Weaver of Handmade Garments
03	09	Male	Rural Poor	Boatman
04	10	Male	Rural Poor	Boatman
05	11	Female	Indigenous	Weaver of Handmade Garments
06	12	Male	Indigenous	Firewood Collector & Tour guiding
07	13	Male	Rural Poor	Tour guide & Driving local Transport
08	14	Female	Indigenous	Craft Maker/Ticket Collector, Satchori National Park
09	15	Male	Rural Poor	Retailer of Crafts
10	16	Male	Indigenous	Firewood collector and seller
11	17	Male	Rural Poor	Tour guide, Cottage owner
12	18	Male	Rural Poor	Retailer (Tea Stall)
13	19	Female	Indigenous	Retailer of Fast Food, Drinks & Tour guide
14	20	Female	Indigenous	Crafts Maker
15	21	Male	Indigenous	Retailer of Crafts
16	22	Male	Rural Poor	Tour Guide & Retailer of crafts
17	23	Male	Rural Poor	Member, Community-Based Forest Management Committee
18	24	Male	Indigenous	Tour Guide
19	28	Female	Rural Poor	Elected member, Municipality/ Retailer of Conch Products, Local transport owner
20	35	Male	Indigenous	Crafts Maker
21	40	Male	Rural Poor	Hotel/Restaurant Owner
22	45	Male	Rural Poor	Member of Resource User Group, Fisherman
23	46	Male	Indigenous	Farmer, Eco Cottage owner
24	47	Male	Indigenous	Local Transport Owner/Tour Guide