



Community Based Tourism for Socio-Economic Development: Role of Public and Private Sector

Mashruha Zabeen¹, Mohammad Sayeeduzzaman¹, Ashfat Bin Islam²

¹Department of Business Administration, East West University, Dhaka, Bangladesh

²Faculty of Business and Law, University of Roehampton, London, UK

Email address:

mhaz@ewubd.edu (Mashruha Zabeen), mdsayeeduzzaman83@gmail.com (Mohammad Sayeeduzzaman),

ashfatbinislam@gmail.com (Ashfat Bin Islam)

To cite this article:

Mashruha Zabeen, Mohammad Sayeeduzzaman, Ashfat Bin Islam. Community Based Tourism for Socio-Economic Development: Role of Public and Private Sector. *International Journal of Hospitality & Tourism Management*. Vol. 7, No. 2, 2023, pp. 70-77.

doi: 10.11648/j.ijhtm.20230702.13

Received: July 7, 2023; **Accepted:** July 24, 2023; **Published:** August 4, 2023

Abstract: Community based tourism (CBT) is relatively a new concept in Bangladesh and has started to gain momentum recently. It is popular with travellers who are looking for an experience to live closely with a particular community and learn about their way of life. The purpose of this paper is to look into how the community based tourism can be fostered to lead towards socio-economic development within a community. The paper follows an exploratory research that employs qualitative research methods by combining literature review and case study. The research addressed two projects as case studies, one from the public sector (Chor Kukri Mukri) and the other from the private sector (Avijatrik). In-depth interviews were conducted with the project co-ordinator for Chor Kukri Mukri and with the COO for Avijatrik. The interviews revealed how the novel concept of community based tourism was gradually introduced in different communities within a limited scope, and yet managed to make a remarkable impact on the livelihood and lifestyle of the local residents. The findings also highlight how the value chain has been established by both government authorities and private entrepreneurs leading towards socio-economic development of those rural communities. This paper contributes towards the existing pool of research in community based tourism. It would also help potential private entrepreneurs and aid strategic planning for government funded projects in future.

Keywords: Tourism in Bangladesh, Community Based Tourism (CBT), Chor Kukri Mukri, Avijatrik, Socio-Economic Development

1. Introduction

Tourism can create a wide range of socio-economic impact. 2.2% of Bangladesh's GDP comes from tourism [1]. Tourism can create a favorable impact on the economy by generating foreign exchange, creating job opportunities, rise in government revenue, and uplifting the image of the country. Research study on the relationship between tourism and economic development is found in several countries like Taiwan [2] Malaysia [3] and Turkey [4]. Significant and long-term relationships are also seen in Eastern Europe's Serbia [5] and Poland [6] and in several Latin American countries [7]. Community based tourism (CBT) focuses on sustainable development and can be one of the tools in strengthening the country's rural economy. This is possible

because even less skilled indigenous people have the opportunity to do things like food serving, retailing, and working as tourist guide. This way, everyone in the community can find employment opportunity. Tourism can be one of the ways to alleviate rural poverty that will ultimately lead the way to alleviate the overall poverty. The government's revenue from tourism can be spent on improving rural environments such as improving rural roads, drainage, and sewerage systems. These initiatives will contribute to maintaining a healthy environment in the village and conserving natural habitats. Many studies have shown traditional tourism cannot play a very strong role in preserving the environment and culture. Such issues are increasing the interest of researchers towards responsible tourism i.e. CBT as an alternative to regular tourism [8].

2. Literature Review

2.1. Differences Between Community Based Tourism (CBT) and Traditional Tourism

Community Based Tourism (CBT) is tourism based industry wherein local living arrangements welcome vacationers to visit their local community and culture with an arrangement of overnight settlement. CBT can be

characterized as the travel industry claimed and overseen by the community and expected to convey more extensive community benefits [9]. Travelers not only have the chance to take part in the journey of authentic and meaningful experience but also contribute to the protection of the environment, history, and local ways of life. Whereas, mass tourism has created unsuitable components for the development of tourism [10].

Table 1. Differences between Traditional Tourism and Community Based Tourism [11].

Characteristics	Traditional Tourism	Community Based Tourism
Crowd	Number of crowd is high	Relatively low
Time	More at certain times of the year and less at other times e.g. winter	All year round
Business Nature	Too much	Relatively low
Customer	Usually external tourists	Domestic, foreign and local people
Tourist Accommodation	Formal and focused on specific places	Informal and can be scattered
Industry Ownership	Large organizations from outside	Small and medium traders of the locality
Financial Contribution	Helps to further establish the local economy	Acts as a supporter of the local economy
Rules & Regulations	Less rules and restrictions	More regulations to ensure that the environment is not harmed
Main Purpose	Economic development through the development of the tourism industry	Preservation of environment and quality of life of the local people through overall development and welfare

2.2. Role of Community Based Tourism Towards Socio-Economic Development

CBT gives the chance to generate employments and produce enterprising chances for neighborhood networks from a distinction of foundations, aptitudes, and encounters [12]. Lee and Jan [13] explained the sustainability of eco-tourism and argued that significant economic, social, cultural, and environmental development occurs due to community based tourism projects. Discussion on the harmful effects of mass tourism began in 1970s and CBT has been used as a remedy ever since [14]. According to the UN, only 5% of the money spent on international tourism goes to the local community which is not at all adequate for any development work for the life of the local people and the welfare of biodiversity. On the other hand, most of the money ends up with airlines, hotels, booking sites and travel agents [15].

But with Community Based Tourism, the benefits go straight to the local networks. The administration choices are made by, or in collaboration with local people and most importantly income is always distributed to the residents who participate in the operation [16, 17].

CBT depends on the idea of reasonable advancement as it advances local network cooperation for all the more just and comprehensive turn of events [18]. CBT is a movement which through expanded forces of cooperation, can give across the broad financial and social advantages and dynamic capacity to communities. [19]. It can empower local communities, giving them a feeling of pride in their common assets and authority over their community development [20].

A study by Giampiccoli et. al [21] mentioned that CBT is coordinated to support network improvement in communities which are remote, provincial, underestimated, monetarily discouraged, lacking, poor, and indigenous. Moreover, individuals of ethnic minority in humble communities can

directly participate in CBT. It is of utmost importance to raise greater awareness about hygiene, health and education among rural people which is possible through CBT. Moreover, local people get a chance to familiarize with modern culture and customs through which the community can present an ideal image that can deepen the bonds and solidarity. This will reduce the tendency of rural people to move to cities. As discussed by Amin et. al [22] some development can be specified such as a) large- scale local finance b) multiplier effect into agriculture and other local activities c) Economic diversification in agricultural areas d) encouraging small businesses located in rural areas e) making local businesses aware of their responsibility to society.

Already different countries of the world have started realizing the importance of rural tourism in their economies. Kenya has been able to strengthen its rural tourism sector by managing their natural blessings efficiently [23]. Major problems such as unemployment, low productivity, migration to urban areas can be overcome through rural participatory tourism as suggested by Nooripoor et. al.[24]. During the economic downturn, tourism has created better jobs and income opportunities in Romanian rural areas [25].

2.3. Effective Implementation of Community Based Tourism

Although CBT emerges organically from the bottom, it is rare for it to emerge without the support and facilitation of external partners [26]. Local residents need to grow the necessary skills and infrastructure to be able to participate in tourism [27]. Marketing and market access is one of the key conditions for success of CBT initiatives [28]. Extensive support from NGOs and donors enable rural actors and open financial doors for the future [29]. Often external private and public sources provide the necessary training, knowledge and financial resources to the people in the community so that

they can participate in tourism [30].

The largest CBT service provider 'Local Alike' based on Thailand ensures that 70% of the money spent by tourists reaches the villagers directly. So far, they have created around 2000 part-time job positions for local residents. They have also created community development funds with local partners. They have a dedicated team working on local infrastructure, basic education and travel related standard [31].

Narrations of many villagers can be found in the website of I Like Local [32]. CBT activities have a profound effect on human life. They helped Diddy (Kenya) to pay school fees for his daughter and niece. By working with I Like Local, Kuldeep (India) is getting the opportunity to meet different people from all over the world. With the money earned from here, he is able to invest in his small projects. Now that the basic needs of Kitt's (Thailand) family have been met, he is trying to make farmers aware of the importance of not to harm the nature [32].

'Lokal Travels' based in Los Angeles, U. S. claims that under their arrangement, 80% of the money spent by tourists remains in the hands of the local people which is used on helping women-run home stay networks in Nepali villages, educational projects for rural youth in Costa Rica, tribal restoration initiatives in the Amazon, agricultural tourism cooperatives in Yucatan and likewise. Effects on the life of individual can be widely noticed. Carols quits gold mining after realizing it is harmful to the wood. He now makes a living by providing tourists with information about village life [15]. Similarly, the Nepal based Royal Mountain Travel's main goal is to invest in the local community to standardize the travel industry and creating an economic opportunity for indigenous groups in rural areas. Simultaneously they work to grow new tourism destination with the goal that new communities can get advantage from the travel industry activities [33]. Enterprises coming forward with such sustainable development goals can broaden the pathway of community based tourism.

2.4. Scope of Community Based Tourism in Bangladesh

Nature has blessed Bangladesh generously. With 39 reserved forests, 63 islands and above 68000 villages [34]. Bangladesh has become a place of interest for nature lovers. The rivers, canals, haors, baors are decorated with natural ornaments and are quite famous. At the same time the simplicity and hospitality of the villagers adds a different dimension to the welcome of tourists. It is a natural sanctuary for many known and unknown flora and fauna [35, 36].

Although there is a presence of tribes in almost all parts of Bangladesh, in most places their proportion is less than 1% except in Rangamati 56%, Khagrachari 48.9% and Bandarban 48% of the total population [37]. According to the 2011 census, the number of indigenous and tribes in the country is 1586141 which is equivalent to 1.8% of the total population [38]. Although there are a lot of tourists visiting these tribal areas, it has not been possible to make much impact in their lives as such tourism cannot ensure the

significant involvement of community [39].

Khondkar & Anis, [35] identifies Sylhet as one of the favorite places for travelers. There are more than 130 tea gardens, ancient caves, unaltered jungles, eco parks, mountains where several tribal groups living can be found. The people of Manipuri and Khasia tribes still carry their pristine distinct tradition. Visiting sites of their exquisite craftsmanship and enjoying folk dances can create an intriguing experience for the travelers.

The 10,000 square kilometer wide Sundarbans is the largest eco-tourism site in Bangladesh. In 1997 UNESCO recognized the forest as a World Heritage Site. The main attraction of the Sundarbans is the Royal Bengal Tiger. The forest has become a natural treasure with a variety of flowers, fruits and trees. Local people of this region depend heavily on the Sundarbans for their livelihood [35].

The Hiron point (Nilkamal), Tinkona island and Kuakata are some of the tourist destinations in the southern part of Bangladesh. On the way from Katka to Kochikhali (Tiger point) travelers get to see the vast grasslands that has unique charm to some tourists. Kuakata, located in the southernmost part of Bangladesh, is known to tourists as Sagorkanya (Daughter of sea). Interestingly, it is the only place in Bangladesh where one can stand in front of the sea and enjoy sunrise and sunset from the same place. Notable among the residents of the region is the Tribal Rakhaine community. Their way of life, culture and centuries-old tradition add an extra dimension to tourism [35].

Chattogram, the commercial capital of the country also provides a rich natural beauty with mountains, trees, waterfalls, seas, rivers. It is worth seeing the simplicity in survival technique of the indigenous community living in the Chattogram Hill Tracts. The world's longest Cox's Bazar sea beach is located just south of Chattogram. Ancient old Buddhist temple can be seen at Ramu in Cox's Bazar. Rubber is cultivated in this area. From here, one can go by sea to Maheshkhali, an island in the Bay of Bengal. In Maheshkhali, tourists will see fishing, Rakhain village and also can see salt production process. There is the Adinath temple at the top of a high mountain which is 85.3 meters above the sea level [35].

Rangamati and Bandarban districts are close to Chattogram. The largest number of tribes of Bangladesh lives in these areas. In Rangamati, 52% of the people belong to tribal communities. The specialty of these places is the hilly path and the way of life and zoom farming of the hill tribes. Among the tribes living in Bandarban, the Moghs and Morangs predominate. By nature they are cheerful, hospitable, simple and innocent. Morangs are famous for their music and dance. Among the sights are Sajek, the Buddha Dhatu Jadi temple and the highest lake Raikhiang lake, Bangladesh's highest mountains Tajingdong, Mowdok Mual, Keokradong are located in Bandarban. There are several places of interest in the region that have the appropriate components to promote CBT [35, 39]. Exciting natural beauty, cultural heritage, ethnic diversity all in all Chattogram Hill Tracts region is a great place for tourism.

3. The Role of Government: The Case of Chor Kukri Mukri

The Government of Bangladesh has been actively engaged in the development of the tourism industry in the country. In light of that, the government authorities have stepped in with community based tourism project in different areas of Bangladesh. Among these, the most notable project would be the Chor Kukri Mukri. The Palli Karma-Sahayak Foundation (PKSF) established by the government is working to establish the CBT project in Chor kukri Mukri, which is an

island in Charfasson upazila of Bhola district. 90% of the people of Char Kukri Mukri are involved in the fishing industry and they remain unemployed for almost five months of the year. PKSf took the initiative to provide alternative livelihood to the local community by developing ecotourism in Char Kukri Mukri. A value chain development sub-project for ecotourism development in Char Kukri Mukri was taken up through the subsidiary organization 'Family Development Agency (FDA)' under the International Fund for Agricultural Development (IFAD) funded PACE project.

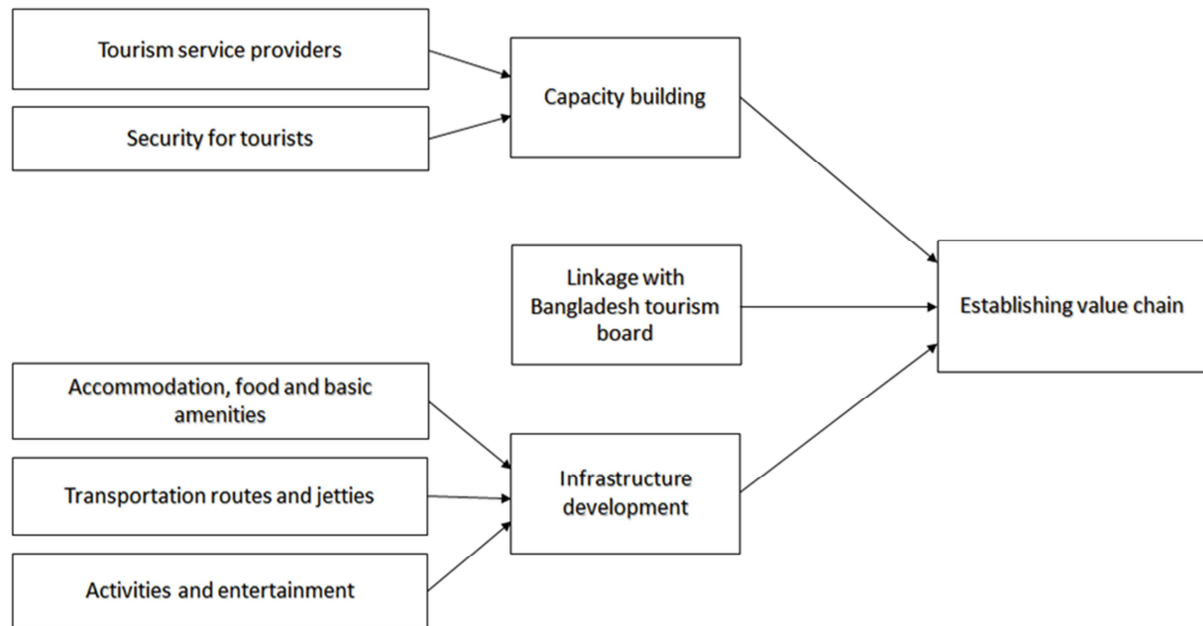


Figure 1. Process followed for establishing the value chain in Chor Kukri Mukri. (prepared by the authors).

To establish the value chain, capacity building and infrastructure development in the community became the priority. The project area needed a planned and a regulated tourist environment. There were only a few tourist arrivals as the place lacked proper accommodation and restroom facilities, dining options, tour guides, and safe access to sightseeing spots.

The locals were trained on offering safe homestays to tourists and proper restrooms were built. A few dining options were set up and the local people were trained to offer catered food. A handfull budget was allocated for training the locals on guiding tourists to various spots, hosting cultural and sports events, helping tourists in photography or videography, developing and ensuring security. It was ensured that the locals were involved in the process to ensure socio-economic progress of the community and preserve the nature.

In order to attract a larger number of tourists, a significant investment was made to develop the transportation infrastructure. Number of marine trasports were increased and various jetties-ghats were built to ensure easy access to the island. New roads were paved and illuminated walkways were built. Investments were also made to setup activities

such as camping, zip lining, spider webs, and kayaking.

Once the capacity building and infrastructure development was done, it was necessary to promote the island to the tourists. This was made possible by linking the local service providers with Bangladesh Tourism Board, Parjatan Corporation of Bangladesh, and Tour Operators of Bangladesh (TOAB). As a result, 5 tour operators and 20 tour guides have officially registered till date.

The project coordinator explains how the project impacted the tourism elevating the economic condition of the locals, "The project area has made it feasible to create or launch 10 tourism-related services. Low-cost travelers used to frequent the project region during the tourism season before the project began. Due to the execution of the activities, more tourists with larger travel budgets are now arriving via tour operators, FACEBOOK groups and different seasonal groups. In 2021, over 250,00 tourists visited Kukri Mukri. An average tourist now spends 2250 taka on Kukri Mukri, up from 750 taka on the eve of the project's opening. By offering eco-tourism oriented services in the project region, local service providers have seen a 50% boost in income despite the Corona pandemic."

4. The Role of Private Entrepreneurship: The Case of Abhijatrik

Avijatrik is an online tourism platform. The stated mission of the company is to contribute to the promotion of local culture and nature, while bringing economic opportunities for sustainable livelihoods to local communities [40]. It was established in 2015 by two young entrepreneurs. They act as a tourism marketplace where they offer tour packages, holiday homes, cottages, river cruise operators, ticketing and tourism marketing consultancy services. They are working with a vision to transform the traditional tourism concept can be turned into sustainable tourism promote local travel experiences in Bangladesh. To achieve the goal, they resort to community based tourism. The concept of Community Based Tourism gives them the opportunity to incorporate local people into tourism activities to preserve local culture and nature so that travelers can have a pure and authentic experience [41]. They provide service in collaboration with the local community to build tourist amenities and accommodate the travelers to experience the local culture and lifestyle. Their purpose is to empower underdeveloped local communities with tourism. Their tours are created based on the services of hosts who are the people living beside tourist destination and are economically lagging behind. They train them, give the facilities to make a room for tourists, develop the facility for foods and other essential tourism activities and comprising all of their service Abhijatrik realized the potential of Bangladesh as an attractive destination for both local and foreign tourists. Besides, they identified that there are many unused luxury houses situated in different regions of the country which are mostly owned by non-resident Bangladeshis. Utilizing these infrastructures with the help of local community people can pave a way to uplift the rural economy. At the same time, tourist will also get unique experience of getting a closer look at the community life style. This will grow a sense of responsibility and respect among tourists for the nature as well as community people.

The funding was an obvious issue which was initially managed as they participated and became the winner of a business competition called YY Gosthi Social Business Challenge [42]. From there, they received a fund of 1 lac Tk to develop initial concept. They also got free office space and mentorship and received extensive training from Toru, a business incubator. The training was arranged by United Nations Development Programme (UNDP) [43].

4.1. Developing the Value Chain

At the very beginning, two families from the Khasi Palli living inside Lawachara National Park welcomed the proposition from Avijatrik to develop tourist amenities at their homes and started hosting foreign tourists. [40]. Since then, they have been successful in encouraging many local community members to become the host of their projects. Currently over 300 families are working as host in collaboration with Avijatrik [44].

Many locals like Sripati Bachar, who was a seasonal farmer in the Sundarbans Mangrove Forest region now act as a host and partner of Avijatrik. Sripati has transformed his unused land next to the forest into a popular eco site built from the traditional gol pata, solar electricity and all modern facilities under the guidance of Avijatrik. Sripati's extraordinary commitment and enthusiasm have brought environmental and economic benefits to his community and has created an example of best practice for sustainable tourism in the region.

Not only the families acting as host, but there are more than 400 local tourism vendors who are working in their value chain. They have proactively met with these local vendors and approached them to work as partners in providing food, laundry, tour guide, entertainment, and other hospitality services. With these hosts and partners, they have managed to build a service value chain that can create a remarkable experience for the tourists. They have managed to attract tourists from both Bangladesh and abroad who are looking for a glimpse on the local way of life instead of luxurious and relaxing travel experience. As recognition of their contribution towards achieving sustainable socio economic development, Avijatrik has been awarded SDG startup award for empowering local community and also recognized as top 100 social enterprises [45].

Avijatrik arranges for in depth training for the community members to prepare them for the hospitality services. Under their training project, the host families are provided necessary training and certificate after successful completion. In this way, Avijatrik can ensure a satisfactory level of skill and service on their part. As a result, travelers can enjoy a distinctive and authentic local experience. Avijatrik [46] mentions their training arrangements for the following:

1. House management.
2. Healthy cooking.
3. Using personal security tools.
4. Making tour schedule.
5. Upholding responsibility of local guide.

4.2. Stakeholder/Partners

In order to create a smooth value delivery network, Avijatrik has collaborated and partnered with different groups of stakeholders. As per the CEO, sixty percent of their revenue goes back to these stakeholders.

1. Members of the community (Families/ Individuals).
2. Local entrepreneurs (Retailers/ Service Providers).
3. CBT co-operatives.
4. Local authorities and Administrators.
5. Tourism based organizations (NGOs/Development agencies).
6. Tourism Board of Bangladesh, Bangladesh Parjatan Corporation.
7. Local suppliers at the destination.
8. Local artisans, artists, and cultural groups.
9. Other stakeholders (CBT guide / trainer / lecturer).
10. Investors/Venture Capital firms.

4.3. Current Projects

4.3.1. Hazarikhil Wildlife Sanctuary, Chattogram

925 families live here of which 90% belongs to Tripura ethnic community. Most of them are severely poor. Previously it was the natural resources as their only earning source. Winrock International has developed eco-tourism as an alternative source of income which also works to reduce the threat on biodiversity of the sanctuary. Core aim of this campaign is to creating awareness among the community people and developing alternative livelihood. Profits earned are returned to the community to invest on environment revitalization [46].

4.3.2. Sreemangal, Manipuri Community

This is an ethnic community in Sreemangal, Sylhet. Bangladesh Tourism Board along with Ajiyer Fair Trade Tourism has developed a CBT initiative rallying for protecting, preserving and celebrating Manipuri heritage such as food culture, endangered bird species or musical tradition. [46]

4.3.3. Khadimnagar Forest, Sylhet

Khadimnagar reserved forest currently known as Khadimnagar national park is included 1676.73 acres of area. Due to its fascinating biodiversity composition this place is among the most protected areas in Bangladesh. It contains floral resources, NTFPs resources, timber resources, bamboo, cane, etc. In Park has seen Monkeys, Wild Orchids, Red Jungle Fowl, White-backed Vulture, Dove, Brahminy Kite, Macaque, Capped Langur, and Common mongoose. Winrock International has developed a campaign site at Khadimnagar. Its aim is to foster environmental awareness & alternative livelihood in the communities living there. The revenue from the site is returned to the community which is used for conservation. [46]

4.3.4. Gol Kanon, Mangrove Eco Resort, Satkhira

Gol Kanon eco resort is established by the NGO Relief International which is located at West Dhangmari, Mongla. They have built some eco-lodge at the bank of Posur river. Sundarban is just the other side of the eco-lodge. The eco-cottage is marketed by Avijatrik Tourism in order to promote the local life style. The vision of this project is to support local communities with a sustainable alternative livelihood while supporting ecotourism and wildlife conservation efforts [46].

4.3.5. Rema Kalenga Reserved Forest, Habiganj

Rema and Kalenga two closely connected forests have been declared as reserved forest by the government. Indigenous communities such as Tripura, Munda, and Oraw have been living there for ages. Rema-Kalenga Reserve Forest is extremely popular with animal lovers. This forest is rich with a number of rare animals of Bangladesh. A community eco-cottage is located just outside the Rema-Kalenga reserve forest. The home stay is maintained by the local community there [46].

5. Conclusion

Community Based Tourism has much potential to empower the poverty stricken people of rural Bangladesh. It can be effectively implemented to the locations which lag behind in agricultural and economic activities. If some long-term plans are adopted, it is possible to bring a revolutionary change in the tourism sector of Bangladesh. To make it happen, work needs to be done to develop infrastructure, prepare feasible plans, ensure public-private cooperation, arrange adequate investment and raise mass awareness among people. The government strives to lead the economy to achieve sustainable development goals. Private sector needs to march forward to make their foot prints count. Following such examples of socially responsible business models, organizations can make remarkable contribution for the society at large.

Acknowledgements

We extend our heartfelt gratitude to Md Abu Ibrahim Rajib, Project Manager, Community Based Ecotourism Development Project, funded by International Fund for Agricultural Development (IFAD) and to Mr. Nehar Sarwar Ayon, Co-founder and Chief Operating Officer at Avijatrik. We thank both of them for their time and for allowing us to conduct in-depth interview sessions to understand the community based tourism scenario in Bangladesh.

References

- [1] Uddin, S. (2019)). Tapping tourism potential crucial to BD economy: USAID. *The Financial Express*. Retrieved from <https://thefinancialexpress.com.bd/economy/bangladesh/tapping-tourism-potential-crucial-to-bd-economy-usaid-1574483512> dated November 23.
- [2] Chang, J. C. (2011). The role of Tourism in Sustainable Rural Development: A Multiple Case Study in Rural Taiwan. *University of Birmingham, Birmingham*.
- [3] Tangit, T. M., Hasim, A. K., & Adanan, A. (2014). Rural Tourism at Its Peak: Socio-Cultural Impacts Towards Host Communities of Kinabalu Park, Sabah (Malaysian-Borneo). *SHS Web of Conferences*. doi: 10.1051/shsconf/20141201097.
- [4] Bahrami, R., & Noori, K. (2013). Analysis of the role of tourism and its impact on rural development (case study of the central part of Marivan). *Tech. J. Eng. Appl. Sci.*, 3, 1074-1080.
- [5] Cizler, J. (2013). Opportunities for the sustainable development of rural areas in Serbia. 8, 85-91.
- [6] Baum, S. (2011). The tourist potential of rural areas in Poland. 17, 107-135.
- [7] Tayebi, S., Babaki, R., & Jabari, A. (2007). An Investigation of the Relationship between Tourism Development and Economic Growth (1959-2004). *Journal of the faculty of humanities and social sciences*, 7, 83-110.

- [8] Choi, H. S. C., & Sirakaya, E. (2005). Measuring Residents' Attitude toward Sustainable Tourism: Development of Sustainable Tourism Attitude Scale. *Journal of Travel Research*, 43, 380. doi: 10.1177/0047287505274651.
- [9] Goodwin, H., & Santilli, R. (2009). Community-Based Tourism: a success? *ICRT Occasional Paper*, 1-37.
- [10] Silva, D., & Wimalaratana, W. (2013). Community based sustainable tourism development in Sri Lanka: special reference to Moneragala District. 3 (08).
- [11] Pasha, P. K. (2014). *Tranining Module on Eco Guide Development: For Local Youth and Selected CMO Members*. CREL Project. CREL. Retrieved from <http://nishorgo.org/projects/crel-2013-2018/capacity-development/training-modules-cd-crel>
- [12] Anuar, A. N., & Sood, N. A. (2017). Community Based Tourism: Understanding, Benefits and Challenges. *Journal of Tourism & Hospitality*, 6 (1). doi: 10.4172/2167-0269.1000263.
- [13] Lee, T. H. & Jan F. (2019). Can community-based tourism contribute to sustainable development? Evidence from residents' perceptions of the sustainability. *Tourism Management*, 70, 368-380.
- [14] Hoque, R. (2014, October 3). Promoting community based tourism in Bangladesh. *The New Nation*. Retrieved June 22, 2020, from <http://thedailynewnation.com/news/27573/promoting-community-based-tourism-in-bangladesh.html>
- [15] Lokal Travels. (2020). Retrieved June 18, 2020, from lokaltravel: <https://www.lokaltravel.com/>
- [16] Hossa Travel. (2020). *Community-based tourism*. Retrieved June 18, 2020, from hossatravel: <http://www.hossatravel.com/community-based-tourism/>
- [17] Rodrigues, C. B., & Prideaux, B. (2017). A management model to assist local communities developing community-based tourism ventures: a case study from the Brazilian Amazon. *Journal of Ecotourism*. doi: 10.1080/14724049.2017.1309045.
- [18] Stone, L., & Stone, T. (2011). Community-based tourism enterprises: Challenges and prospects for community participation. *Journal of Sustainable Tourism*, 19 (1), 97-114.
- [19] The Mountain Institute. (2000). Community-based Tourism for Conservation and Development: A Resource Kit. *The Mountain Institute, Washington, DC*.
- [20] Mearns, K. (2012). Community-based tourism and peace parks benefit local communities through conservation in Southern Africa. *Acta Academica*, 44, 70-87.
- [21] Giampiccoli, A., Muhsin, B. A., & Mtapuri, O. (2020). Community-based tourism in the case of the maldives. *GeoJournal of Tourism and Geosites*, 29 (2), 428-439. doi: 10.30892/gtg.29204-479.
- [22] Amin, S. B., Murshed, M., & Rahman, S. (2017, October 24). Economies of rural tourism. *The Financial Express*. Retrieved from <https://thefinancialexpress.com.bd/views/economies-of-rural-tourism>
- [23] Akama, J. S. (1996). Western environmental values and nature-based tourism in Kenya. *Tourism Management*, 17 (8), 567-574. doi: 10.1016/S0261-5177(96)00077-5.
- [24] Nooripoor, M., Khosrowjerdi, M., Rastegari, H., Sharifi, Z., & Bijani, M. (2020). The role of tourism in rural development: Evidence. *GeoJournal*. doi: 10.1007/s10708-020-10153-z.
- [25] Ibanescu, B.-C., Stoleriu, O. M., Munteanu, A., & Corneliu Iat, u. (2018). The Impact of Tourism on Sustainable Development of Rural Areas: Evidence from Romania. *sustainability*, 10 (10). doi: 10.3390/su101035290.
- [26] Mtapuri, O., & Giampiccoli, A. (2016). Towards a comprehensive model of community-based tourism development. *South African Geographical Journal*, 98, 154-168.
- [27] Okazaki, E. (2008). A community-based tourism model: Its conception and use. *Journal of Sustainable Tourism*, 16 (5), 511-529.
- [28] Mtapuri, O., & Giampiccoli, A. (2013). Interrogating the role of the state and nonstate actors in community-based tourism ventures: toward a model for spreading the benefits to the wider community. *South African Geographical Journal*, 95 (01), 1-15. doi: 10.1080/03736245.2013.805078.
- [29] Lapeyre, R. (2010). Community-based tourism as a sustainable solution to maximise impacts locally? The Tsiseb Conservancy case, Namibia. *Development Southern Africa*, 27 (5), 757-772. doi: 10.1080/0376835X.2010.522837.
- [30] Stronza, A., & Gordillo, J. (2008). Community views of ecotourism. *Annals of Tourism Research*, 35 (2), 448-468.
- [31] Local Alike. (2020). *About Local Alike*. Retrieved June 18, 2020, from localalike: <https://localalike.com/>
- [32] I Like Local. (2020). Retrieved June 18, 2020, from i-likelocal: <https://www.i-likelocal.com/>
- [33] Royal Mountain Travel. (2020). *Sustainability*. Retrieved June 19, 2020, from royalmt: <https://royalmt.com.np/sustainability/>
- [34] Nijhoom Tours. (2020). *bangladesh-village-picture*. Retrieved August 12, 2020, from Nijhoom Tours: <https://nijhoom.com/bangladesh-village-picture/>
- [35] Khondkar, D. M., & Anis, A. (2014). Bangladesh As An Ecotourism Destination. *D. U. Journal of Marketing*, 17.
- [36] Hossain, M. A., & Uchinlayen. (2018). Rural Community Based Tourism Development in Bangladesh: The Conceptual Issues. *International Journal of Engineering & Technology*, 7 (2.29), 374-378.
- [37] Government of Bangladesh. (2011). Tribal/Ethnic Health Population and Nutrition Plan for the Health, Population and Nutrition Sector Development Program (HPNSDP).
- [38] Government of Bangladesh. (2017). Building capacities on indigenous and tribal peoples' issues in Bangladesh.
- [39] Begum, J. A. (2019). Community Involvement in Tourism and its Viability in Bangladesh. *Journal of ELT and Education*, 2 (3; 4), 56-65.
- [40] The Business Standard (2020), retrieved on July 31 2020, from <https://www.tbsnews.net/feature/panorama/avijatrik-fostering-community->
- [41] Avijatrik. (2020). *About Us*. Retrieved August 12, 2020, from Avijatrik: <https://avijatrik.org/about-us/>

- [42] Mondira, R. T. (2019, May 22). YY Goshti: Making waves in social business. Retrieved August 13, 2020, from <https://www.thedailystar.net/star-youth/news/yy-goshti-making-waves-social-business-1747156>
- [43] Tarannum, A. K. (2019, March 28). Sustainable startups by the youth, for the people. Retrieved August 13, 2020, from <https://www.thedailystar.net/shout/inspiration/news/sustainable-startups-the-youth-the-people-1721191>
- [44] Mondira, R. T. (2020, February 20). Shishir and Avijatrik: Businesses led by compassion. Retrieved August 14, 2020, from <https://www.thedailystar.net/supplements/29th-anniversary-supplements/the-youth-the-era-digitalisation/news/shishir-and-avijatrik-businesses-led-compassion-1870132>
- [45] The Daily Star. (2020) retrieved from <https://www.thedailystar.net/supplements/29th-anniversary-supplements/the-youth-the-era-digitalisation/news/shishir-and-avijatrik-businesses-led-compassion-1870132> dated February 20.
- [46] Avijatrik. (2020). *Tour Search Result*. Retrieved August 13, 2020, from Avijatrik: <https://avijatrik.org/tour-search-result/>