

# Sustainability Challenges in Tourism Industries of Bangladesh: A Strategic Management Approach

Kazi Ahmed Farhan<sup>1\*</sup>, Muhammad Mohiuddin<sup>2</sup>

<sup>1</sup>Assistant Professor, School of Business, Ahsanullah University of Science and Technology, Dhaka, Bangladesh

<sup>2</sup>Professor (Retired), Department of Management, University of Dhaka, Dhaka, Bangladesh

\*E-mail for correspondence: [kaf.sob@aust.edu](mailto:kaf.sob@aust.edu)



<https://doi.org/10.18034/abr.v15i1.751>

## ABSTRACT

The Bangladeshi tourism industry needs strategic management to achieve long-term growth and environmental, social, and economic sustainability. The research aims to identify the sustainability difficulties of Bangladesh's tourism industry, evaluate their causes, and provide strategic remedies. Tourism's environmental, socioeconomic, and managerial effects are assessed using secondary data from literature, government papers, and case studies. Significant results include ecological damage, overtourism, unequal economic advantages, and insufficient regulatory enforcement. Lack of community participation and technological integration in tourist management are also significant challenges. Ecotourism, community-based tourism, and innovative tourism technology can address these issues. A comprehensive National Sustainable Tourism Strategy improved environmental enforcement, incentives for eco-friendly tourism, and increased community engagement in decision-making are needed. Sustainable tourism development in Bangladesh can be achieved by incorporating sustainability into national policy, fostering public-private partnerships, and empowering local communities through capacity-building initiatives. Bangladesh may utilize strategic management to promote tourism as a driver of economic growth, environmental preservation, and social development.

**Key words:** Sustainable tourism, Bangladesh tourism industry, Strategic management, Environmental challenges, Socioeconomic impacts, Ecotourism, Community-based tourism, Policy implications, Tourism development, Sustainable development goals

## INTRODUCTION

As one of the sectors with the fastest rate of development in the world, tourism plays a significant role in job creation, cultural exchange, and economic expansion. By leveraging the country's rich cultural heritage, natural landscapes, and historic sites, tourism can significantly enhance socioeconomic development in nations like Bangladesh. Nonetheless, the rapid growth of tourism frequently puts a significant strain on social, economic, and environmental systems. Therefore, legislators, industry professionals, and stakeholders are striking a balance between tourism and its environmental issues, which is essential and crucial for the sustainable growth of the economy.

Bangladesh's natural and cultural advantages make it a distinctive destination in South Asia. The nation boasts the Sundarbans, the world's largest mangrove forest and a UNESCO World Heritage Site; Cox's Bazar, the world's longest natural sandy sea beach; and several archaeological monuments, including Mahasthangarh

and Paharpur. Bangladesh's diverse customs, festivals, and cuisine contribute to its rich cultural heritage.

Bangladesh's tourism industry has experienced steady growth over the past two decades. Domestic tourism has grown due to the rise of a middle class with increased disposable income. International visitor arrivals, however low compared to regional competitors, are rising due to improved infrastructure and advertising. Despite these advances, Bangladesh remains underused and underdeveloped. Numerous issues impede the sustainable growth of Bangladesh's tourism industry. Unplanned infrastructural growth, environmental deterioration, and a lack of strategic planning exacerbate these difficulties. The natural equilibrium is threatened by pollution brought on by tourism and the overuse of resources in coastal areas like Cox's Bazar, home to the longest uninterrupted sandy sea beach in the world. Similarly, tourism operations risk jeopardizing biodiversity protection in environmentally delicate regions, such as the Sundarbans, the largest mangrove forest and a UNESCO

World Heritage Site. These issues affect social and cultural spheres in addition to the environment. Traditional ways of life are frequently disrupted, and the authenticity of cultural manifestations is diminished by over-tourism, cultural commercialization, and the uprooting of residents (Dumbraveanu, 2007; Rahman & Baddam, 2021).

Notwithstanding these obstacles, if properly managed, Bangladesh's tourism industry offers a wealth of opportunities to promote sustainable development. A strategic management approach that incorporates long-term planning, stakeholder participation, and a sustainability ideology into policy frameworks is crucial for addressing these issues. A thorough grasp of the interactions between the tourism industry's sociocultural, environmental, and economic aspects is necessary for such an approach. Through the lens of strategic management, this research examines the sustainability challenges faced by Bangladesh's tourism industry. It explores practical ways to advance sustainability while providing a comprehensive understanding of the issues.

## STATEMENT OF THE PROBLEM

Tourism drives economic growth and development globally, and in underdeveloped nations like Bangladesh, it may boost socioeconomic advancement. Bangladesh can compete in the global tourism business with its distinct cultural heritage, natural attractions, and historical relics. However, the tourism industry's fast and sometimes uncontrolled growth has produced sustainability issues that endanger the economy and resources. The problem lies in the widening disparity between tourism growth and sustainability in Bangladesh. Unsustainable tourism practices, including overtourism, pollution, and habitat damage, threaten the Sundarbans mangrove forest and Cox's Bazar seashore. Socioeconomic factors exacerbate environmental challenges, including tourism benefit inequality, local community displacement, and cultural commodification. Unplanned infrastructure expansion, poor governance, and a lack of ecological regulation worsen these issues. To achieve this, we must explore new avenues by applying a strategic management approach to promote sustainable tourism in Bangladesh.

## Research Gap

The body of existing research emphasizes the importance of the tourism industry implementing sustainability-focused practices. However, there is also a dearth of research that primarily addresses Bangladesh's unique potential and challenges in the tourism sector. Despite extensive worldwide research on tourism sustainability, few studies have examined the sustainable tourism conditions in Bangladesh. Bangladesh's tourism industry has excellent potential; however, most studies overlook its structural challenges. Insufficient research has been done on strategic management frameworks to overcome these constraints (Saliev & Soliev, 2015). The vacuum necessitates a more thorough examination of a strategic management approach

that minimizes the adverse effects of tourism while optimizing its positive development effects. This gap also underscores the pressing need to examine the sustainability issues of Bangladesh's tourism industry through a strategic management approach that encompasses all aspects of tourism planning and operations.

## Research Question

The situations mentioned above necessitate an examination of how strategic management approaches can address these crucial sustainability issues and provide solutions to build a resilient and inclusive sustainable tourism business in Bangladesh.

## Objectives

The objectives of this research are to establish the relationship between strategic management approach and sustainable tourism, identify and analyze the main sustainability challenges facing Bangladesh's tourism industry, and to suggest a few recommendations to overcome constructively these challenges of the tourism industry by the application of strategic management approaches that balance economic growth, environmental protection, and sociocultural preservation paralleling with international sustainability objectives like the Sustainable Development Goals (SDGs) of the UN.

## CONCEPTUAL FRAMEWORK

### Strategic Management

A manager's primary responsibility is to achieve the organization's objectives and guarantee its success. Achieving the organization's goals requires planning, revising strategies, and maintaining a constant awareness of both internal and external environments. Strategic management demonstrates how to effectively handle these issues with dynamic, provident, holistic, and contingent principles. Additionally, strategic management enables managers to develop more effective strategies that will ultimately ensure the organization's survival in both the short and long term (Tuli, 2014; Huq et al., 2022). Strategic management provides a roadmap to competitive advantage and a game plan for pleasing customers and improving financial performance. It makes firms strategy-focused and a strong bottom-line performer, as it provides clear objectives and directions to employees and the firm. It reduces the resistance to change as people are prepared for the change with strategic planning and actions. It enhances the ability to cope with opportunities and threats, as well as thought-out action plans, when they are developed and implemented.

### Sustainable Tourism

The concept of sustainable tourism began to be applied to the field of tourism in the early 1990s, leading to the emergence of *sustainable tourism*. This approach rapidly gained significance not only in academic research but also in tourism practice and industry operations.

Sustainable tourism is a form of tourism development that minimizes adverse effects and maximizes long-term benefits. Sustainable tourism is a holistic approach to travel that considers the long-term economic, social, and environmental impacts of tourism, aiming to meet the needs of visitors, the industry, the environment, and host communities. It is not a niche type of tourism, but rather an aspiration for all forms of tourism to be sustainable for future generations.

Sustainable tourism is defined by the UN Environment Program and UN World Tourism Organization as "tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities." Additionally, they say that sustainable tourism "refers to the environmental, economic, and sociocultural aspects of tourism development, and a suitable balance must be established between these three dimensions to guarantee its long-term sustainability" (UNEP & UNWTO, 2005). This idea aligns with UN Sustainable Development Goals (SDGs) 8, which focuses on Decent Work and Economic Growth, and SDG 12, which emphasizes Responsible Consumption and Production (Beirman, 2018). The Brundtland Commission defined sustainability and sustainable tourism as an evolution that fulfills the demands and needs of contemporary society without compromising the potential of future generations to fulfill them themselves (World Commission on Environment and Development, 1987: 43). This term has been subject to several interpretations. Tourism that fulfills the demands of contemporary visitors as well as host places whilst still preserving or developing potential prospects (UN World Tourism Organization 1993: 7).

Sustainable tourism can be defined as an industry and related foundations which currently and further work within the framework of originally inherent capacities with respect to the recovery and future efficiency of regular assets; perceive the commitment that individuals and networks, customs and ways of life, travel experience; acknowledge that these individuals should have an even-handed part in the economic advantages of localities, citizens, societies and networks in the host regions (Eber 1992: 3).

One of the fundamental issues with the notion of sustainable development has been the way the simple word "sustainable" can be applied to describe a range of activities under the premise that it embodies the term's ideological and philosophical implications (Harrison, 1996). In the case of tourism, the upshot has been the introduction and widespread use of the phrase "sustainable tourism," often without any effort to clarify its meaning (Hunter & Green, 1995).

An appropriate definition of sustainable tourism in the context of tourism is "tourism that is in a form that can maintain its viability in an area for an indefinite period of time." As a result, tourism in sites like Niagara Falls in North America, as well as London, Paris, and Rome, is eminently viable. It has thrived in

those regions for generations and shows no signs of abating (Butler, 1993, p. 29). Sustainable tourism development illustrates a specific type of tourism that promotes economic opportunity and growth, social equality, and environmental stability. It incorporates the demands of tourists and the host country, and also takes a sustainable approach to preserve the natural and cultural resources for future generations (Ahmed et al., 2022; Begum et al., 2012).

The United Nations World Tourism Organization (UNWTO) also emphasizes the importance of stakeholder engagement to ensure sustainable tourism development. It focuses on incorporating local communities and businesspeople to ensure the involvement of everyone. This organization has aimed for sustainable tourism that aligns with the SDGs by 2030 (Blomberg-Nygard & Anderson, 2021). The UNWTO focuses on "Tourism for all," which is dedicated to promoting social, economic, and environmental benefits from tourism, and also provides access to the masses.

According to the United Nations Environment Programme (UNEP), sustainable tourism development is a tool that focuses on the preservation of natural resources and reduces environmental impacts. It has advocated for practices such as ecotourism, community-based tourism, and responsible tourism (Desai, 2020). According to the Global Sustainable Tourism Council (GSTC), sustainable tourism development is possible if there is a global standard for tourism. It incorporates standards such as preserving cultural heritage and economic benefits (Hatibie & Dai, 2021). The International Ecotourism Society (TIES) defines ecotourism as the promotion of sustainable tourism development. It aims to promote cultural practices and preserve natural resources while fostering community involvement (Buckley, 2021). UNESCO promotes sustainable tourism development as a means of conserving cultural heritage.

Sustainability must be included in tourism planning and growth. Ecotourism, which emphasizes low-impact, community-driven tourism, may reduce ecological harm and boost local economies (Azad et al., 2011). Tourists, companies, and communities also need awareness. Education and certification programs for sustainable tourism businesses may promote ethical practices. Waste management infrastructure, renewable Energy, and conservation initiatives can also boost environmental sustainability (Alhawamdeh et al., 2023).

## SUSTAINABLE TOURISM IN BANGLADESH

Sustainable tourism in Bangladesh can help protect fragile habitats, including wetlands, forests, and coastal regions, as well as the local population's cultural heritage. It can also promote national growth while not compromising the needs of future generations through participatory planning, equitable resource allocation, and environmental conservation (Tuli & Vadiyala, 2022; Sachani & Vennapusa, 2017).

## Strategic Management Approaches for Sustainable Tourism in Bangladesh

Strategic management approaches for sustainable tourism are crucial for promoting economic growth, environmental protection, and social equity. Bangladesh's tourism industry faces complex sustainability issues that require long-term, innovative management. Tourism development may be sustainable while addressing environmental, economic, and sociocultural issues from a strategic management perspective. Bangladesh's tourism industry requires strategic management that incorporates sustainability into planning, policy, and operations. The outcome is obvious- sustainable tourism for enduring growth and prosperity. Bangladesh may learn from ecotourism methods in Costa Rica and community-based tourism in Nepal. Adapting these tactics to the local environment can mitigate the negative consequences of tourism and enhance its sustainable development potential (Briones Peñalver et al., 2023).

The strategic management approach to sustainable tourism is a long-term, integrated approach that serves as a benchmark strategy for sustainable tourism in Bangladesh. This approach involves: (i) Sustainable Policy Development that deals with designing sustainable policies which stress environmental protection, cultural preservation, and socioeconomic equity; (ii) Stakeholder Engagement that implies the engagement of local communities, government entities, private-sector practitioners, and non-governmental organizations in decision-making to enable inclusive and participatory tourism development; (iii) Capacity Building that involves building tourism stakeholders' skills and knowledge through sustainable practices training and awareness initiatives; and (iv) Monitoring and Evaluation that involves monitoring tourism's environmental, social, and economic consequences and adapting tactics based on data.

Table 1 highlights eco-friendly projects, community-focused tourism approaches, and conservation-driven

programs in Bangladesh that promote sustainable tourism within the nation. Bangladesh has already started programs and initiatives for sustainable tourism with strategic management focuses, which are depicted in the following Table 1:

Table 1: Sustainable Tourism Initiatives in Bangladesh

Initiative	Objective	Strategy	Outcome
Sundarbans Eco-Tour	Mangrove conservation	Guided tour and conservation fees	Reduced environmental degradation
Community Homestays	Empowering local communities	Revenue-sharing models	Improved livelihood
Sylhet Wetland Projects	Biodiversity preservation	Ecotourism and educational programs	Enhanced ecological awareness

For each endeavor, the table shows:

- **Initiative Name:** The sustainable tourism project's name or category (e.g., Sundarbans Eco-Tours, Community Homestays).
- **Objective:** The initiative's primary purpose is to protect natural resources, strengthen local communities, or preserve culture.
- **Strategy:** Revenue-sharing arrangements, conservation fees, guided tours, or educational activities to achieve goals.
- **Outcome:** The initiative's advantages include biodiversity protection, local livelihoods, and visitor ecological knowledge.

The table illustrates how strategic approaches, such as ecotourism and community-based tourism, can advance sustainable tourism by fostering ecological balance, socioeconomic equity, and economic growth. It showcases effective and replicable practices in Bangladesh that align with broader global environmental objectives.

Therefore, the study framework would be as follows:



Figure 1: Study framework



## METHODOLOGY OF THE STUDY

This is descriptive research based solely on secondary data, examining sustainability challenges in Bangladesh's tourism industry from a strategic management perspective. It analyzes case studies, stakeholder viewpoints, and policy frameworks to identify practical solutions and best practices for sustainable tourism. The research involves an extensive review of academic journals, industry reports, government publications, policy documents, and international sustainability frameworks. Sources were selected based on their credibility, relevance, and recent contributions. Data were collected and analyzed to identify key sustainability issues, assess their alignment with strategic management principles, and pinpoint knowledge and policy gaps. The research also compares global and regional perspectives to develop context-specific recommendations for Bangladesh. Additionally, it proposes a conceptual framework to address sustainability concerns in alignment with global objectives, such as the UN Sustainable Development Goals.

## DISCUSSION AND FINDINGS

Through an elaborate investigation of the literature relating to sustainability challenges in Bangladesh tourism, we found manifold areas of challenges, such as:

### Environmental challenges

The environment is the foremost condition for human survival and, therefore, a highly concerned aspect of the challenge to the tourism industry in Bangladesh. The study reveals that numerous element-wise challenges are present in this arena. They are:

Deforestation and habitat destruction in environmentally vulnerable places like the Sundarbans are Bangladesh's biggest tourism environmental challenges (Azmi et al., 2023). We know that the Sundarbans is the habitat of the Royal Bengal tiger, and it is also the biggest mangrove forest in the world. Not only that, it is declared by UNESCO as a World Heritage Site. Azmi et al. (2023) pointed out that tourism-related activities, including uncontrolled boat traffic, illicit logging for infrastructure construction, and inappropriate garbage disposal, harm this vulnerable environment. They further stated that these actions damage wildlife habitats, increase soil erosion, and deplete the forest's carbon sequestration capacity. Another area of Bangladesh, the Chittagong Hill Tracts, is also affected by the Tourism industry, which has cleared forests for resorts, highways, and recreation. These actions harm the ecosystem and the indigenous tribes that depend on these woods for food and culture (Azmi et al., 2023).

Fan et al. (2023) also found that unregulated tourism in the Sundarbans threatens biodiversity, while

pollution and garbage mismanagement in Cox's Bazar impair its attractiveness. Climate change is causing an increase in sea levels and more frequent natural disasters, disproportionately affecting coastal and low-lying areas (Fan et al., 2023).

**Pollution and waste Mismanagement:** Another environmental issue is pollution, especially in tourism locations like Cox's Bazar, Saint Martin's Island, and Kuakata. Unregulated tourism has led to an increase in plastic waste, untreated sewage, and other contaminants that harm both marine and terrestrial ecosystems. The world's longest uninterrupted sandy beach, Cox's Bazar, has become a dumping ground for trash and rubbish, affecting its beauty and ecology. Coastline and island resorts are especially vulnerable to marine contamination. Untreated wastewater and garbage, often dumped by visitors and local businesses, have degraded water quality, harming marine biodiversity. Unchecked tourism has damaged Saint Martin's Island's coral reefs, a vital habitat for coral (Ghorbanzadeh et al., 2023).

Kashem et al. (2023) pointed out another environmental challenge, such as the overexploitation of natural resources, which involves Sand mining for buildings and overfishing for tourism in coastal and wetland areas. They further pointed out that unsustainable resource depletion poses a threat to the ecosystem and local communities. For instance, increased demand for water use in resorts and hotels, as well as clashes over resources between tourism firms and local people, harm local communities, which impedes sustainable development (Kashem et al., 2023).

**Climate Change and Rising Sea Levels:** In low-lying coastal locations, climate change worsens the environmental issues of Bangladesh's tourism industry. Climate change raises sea levels, threatening Cox's Bazar, Kuakata, and the Sundarbans. Tourism infrastructure and natural ecosystems suffer from coastal erosion, saltwater intrusion, and cyclones. The Sundarbans are concerned with increasing sea levels and decreasing freshwater intake from upstream water diversion projects. These alterations harm the environment and lower the region's tourism appeal. Local tourism stakeholders struggle to operate and recover from climate-induced disasters, such as floods and storms.

Brooks et al. (2023) pointed out another challenge, i.e., Lack of Environmental governance and awareness of the people involved in the tourism industry. They discovered that a lack of environmental knowledge among visitors, companies, and the local population involved in tourism contributed to the environmental deterioration of Bangladesh. Due to a lack of

sustainable tourism education, many tourists contribute to the generation of trash and harm to animals. Tourism operators and local businesses typically disregard waste management and energy efficiency in favor of short-term profitability. These difficulties are exacerbated by weak governance. The lack of enforcement, monitoring, and accountability for environmental regulations allows unsustainable activities to persist. Resorts and other tourism infrastructure are often built without thorough environmental impact evaluations, resulting in long-term ecological damage (Brooks et al., 2023).

Despite having many economic and cultural benefits, uncontrolled and unsustainable tourism expansion can strain the environment (Meirawan et al., 2023). Bangladesh's tourism industry relies heavily on beaches, forests, wetlands, and rivers, which are vulnerable to environmental degradation. Growing tourism demands, insufficient regulatory enforcement, and low ecological awareness have generated ecological issues that threaten the industry's survival. These issues must be addressed to protect the country's environment and tourism industry.

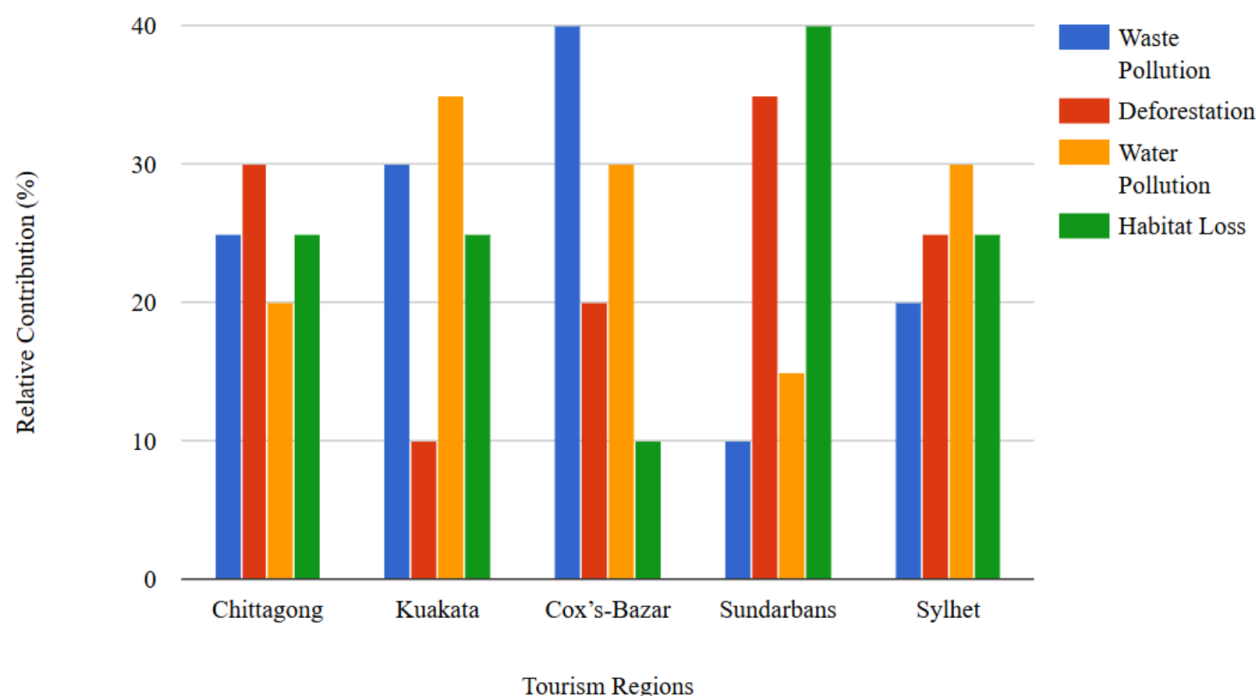


Figure 2: Regional Contributions to Environmental Challenges in Tourism

The quadruple bar graph in Figure 2 contrasts the respective contributions of Bangladesh's leading tourism destinations —Kuakata, Cox's Bazar, Sundarbans, Sylhet, and Chittagong Hill Tracts—to four significant environmental issues: habitat loss, waste pollution, deforestation, and water pollution.

- **Chittagong Hill Tracts:** Uncontrolled development of tourism infrastructure has resulted in substantial habitat loss (25%) and deforestation (30%).
- **Kuakata:** Unchecked trash discharge into adjacent water bodies is the leading cause of Kuakata's significant contribution to water pollution (35%).
- **Cox's Bazar:** Excessive tourism and poor waste management are the primary sources of trash pollution (40%) and severe water pollution (30%) in Cox's Bazar.

- **Sundarbans:** Most impacted by habitat loss (40%) due to illicit tourism and deforestation (35%) brought on by the growth of resorts and infrastructure.
- **Sylhet:** It makes a balanced contribution to all issues, mainly deforestation (25%) and water pollution (30%).

Table 2: Key Environmental Issues by Tourism Region

Region	Environmental Challenge	Primary Cause
Cox's Bazar	Coastal erosion and plastic Waste	Over-tourism and poor waste management
Sundarbans	Deforestation and habitat loss	Illegal logging encroachment
Sylhet	Water pollution	Unregulated boating and littering
Chittagong Hill Tracts	Soil erosion	Construction of tourism facilities

Table 2 analyzes environmental issues in popular Bangladeshi tourism locations by area. It links garbage accumulation, habitat damage, and water contamination to uncontrolled tourism and inadequate waste management.

This table has several uses:

- **Regional Context:** It highlights regional environmental differences and offers a regional perspective on the effects of tourism. In Cox's Bazar, coastal erosion and plastic garbage are common, while deforestation and habitat loss are severe in the Sundarbans.
- **Understanding Causes:** The table links each issue to its core cause, such as overtourism or unlawful activity, enabling focused remedies.
- **Policy and Planning Insight:** It can help policymakers and tourism planners create region-specific plans to reduce environmental degradation and promote sustainable tourism.

Bangladesh's tourism regions need targeted environmental protection efforts to be effective and contextually appropriate. Government agencies, non-governmental organizations, and private-sector partners must collaborate to implement these plans. Bangladesh can protect its natural assets and expand tourism sustainably by tracking environmental issues in the tourism sector.

## Sustainability Challenges

Bangladesh's tourism sector faces sustainability issues that limit its growth and expansion. Environmental deterioration is a significant issue in environmentally sensitive places. Unregulated tourism in the Sundarbans threatens biodiversity, while Cox's Bazar's pollution and garbage mismanagement impair its attractiveness. Climate change is causing an increase in sea levels and more frequent natural disasters, disproportionately affecting coastal and low-lying areas (Fan et al., 2023).

Overtourism and cultural commercialization pose a threat to local customs and lifestyles. Tourism expansion can sometimes displace local populations, leading to socioeconomic inequities and a weakening of industry inclusivity. A lack of understanding of sustainability and inadequate training among tourism stakeholders exacerbate these issues.

## Socioeconomic Challenges

Tourism is lauded for creating jobs and promoting culture. However, unplanned and unsustainable tourism development can lead to significant socioeconomic problems. While tourism may boost growth in Bangladesh, unsustainable growth management has had adverse socioeconomic effects on local people, cultural heritage, and inequality. For tourism to contribute to inclusive and sustainable development, these challenges must be addressed.

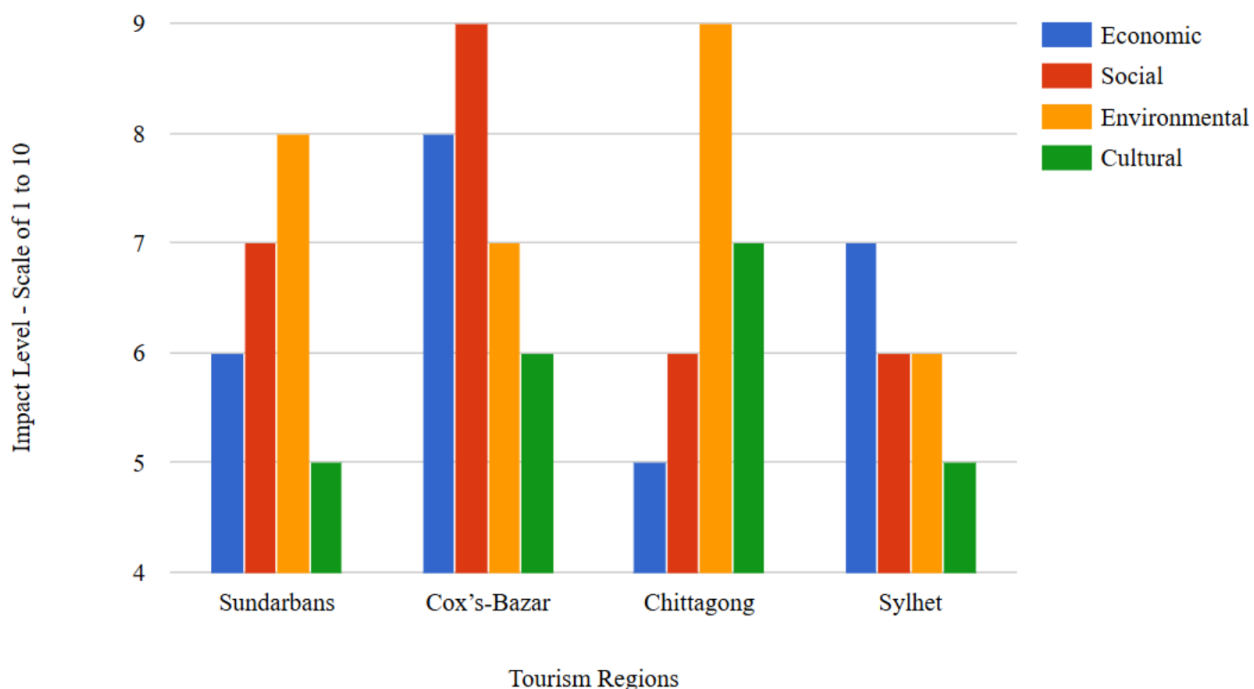


Figure 3: Comparing Socioeconomic challenges in Tourism Regions

Figure 3: Quadruple Bar Graph contrasts the socioeconomic effects of unsustainable tourism in Bangladesh's four key tourism regions: Sundarbans, Cox's

Bazar, Chittagong Hill Tracts, and Sylhet. The graph's bar shows the severity of economic, social, environmental, and cultural repercussions.

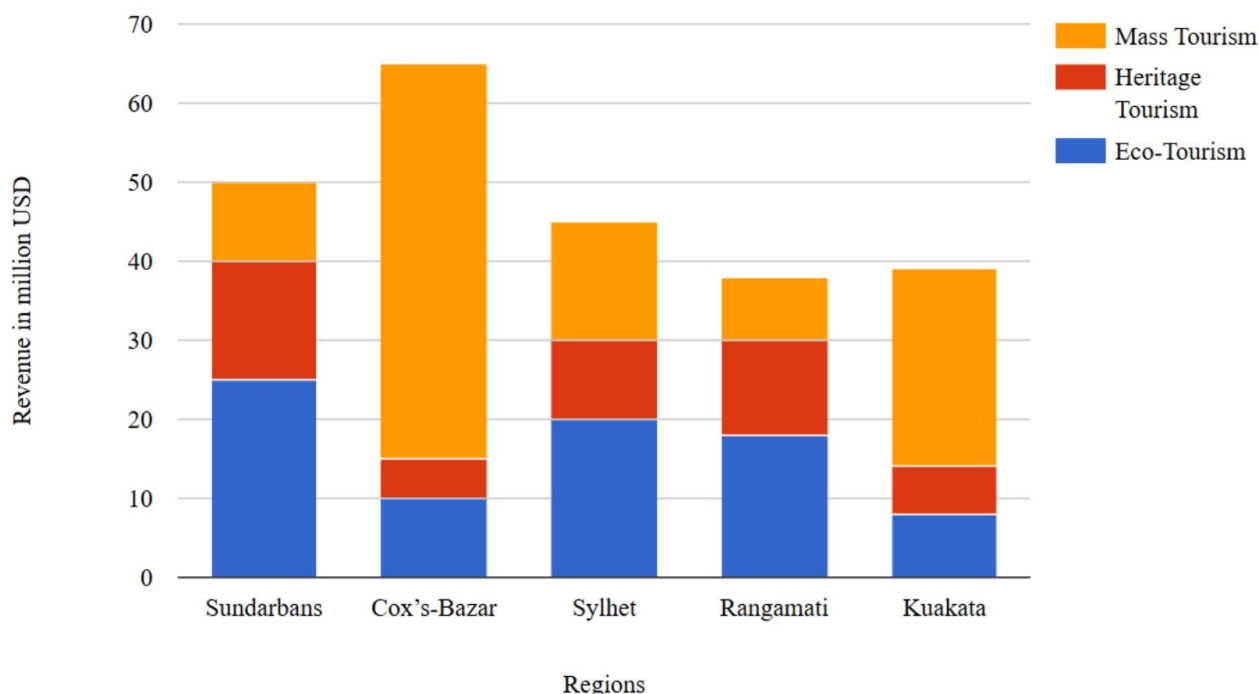


Figure 4: Tourism Revenue Breakdown by Type and Region

Figure 4 presents a stacked bar chart illustrating the earnings from ecotourism, heritage tourism, and mass tourism in Bangladesh's five major tourism regions: the Sundarbans, Cox's Bazar, Sylhet, Rangamati, and Kuakata.

#### Regional Revenue Insights:

- **Sundarbans:** Ecotourism (25 million USD) generates the most revenue, highlighting its biodiversity hotspot position. Heritage and mass tourism contribute somewhat less (approximately \$ 15 million and \$ 10 million USD).
- **Cox's Bazar:** As the world's longest beach, Cox's Bazar attracts 50 million tourists. Ecotourism (10 million USD) and historical tourism (5 million USD) have small shares due to limited sustainability and cultural preservation.
- **Sylhet:** Beautiful tea gardens and wetlands support ecotourism (worth \$ 20 million). Mass tourism (15 million USD) and heritage tourism.
- **Rangamati:** The region benefits from ecotourism (18 million USD) and historical tourism (12 million USD) due to its cultural and natural attractiveness, with minimal mass tourists (8 million USD).
- **Kuakata:** Mass tourism (25 million USD) predominates, while ecotourism (8 million USD) and historical tourism (6 million USD) are growing.

#### Key Takeaways:

- Ecotourism flourishes in areas with abundant natural resources and conservation initiatives, including the Sundarbans and Sylhet.

- Mass tourism, while necessary in Cox's Bazar, may threaten sustainability.
- Culturally significant locations like Rangamati benefit modestly from heritage tourism.

The graphic illustrates that tourist dynamics vary by location, underscoring the need for targeted investments in sustainable tourism practices to balance economic gains with environmental and cultural preservation.

#### CHALLENGES OF UNSUSTAINABLE TOURISM DEVELOPMENT IN BANGLADESH

Unsustainable tourism development in Bangladesh presents complex and interconnected challenges across economic, social, environmental, and cultural dimensions. As tourism expands, its uneven growth has led to negative consequences such as environmental degradation, cultural erosion, economic inequity, and social strain. These challenges are particularly visible in key tourist regions like Cox's Bazar, the Chittagong Hill Tracts, and the Sundarbans. Addressing these issues is essential for achieving a more sustainable and inclusive tourism sector.

**Economic Challenges:** Tourism influences the local economy through money, employment, and inequality. Tourism drives Cox's Bazar's high economic impact score (8), but unsustainable practices undermine the economy. Tourism has less economic influence in Chittagong Hill Tracts (5) than in other locations.

**Social Challenges** Tourism causes congestion, inequality, and the erosion of traditional social institutions in



the local community. Cox's Bazar again has the most significant social effect (9), mainly owing to the rapid growth in tourism. Lower social impact scores indicate a less intense but significant influence in Sylhet and Chittagong Hill Tracts.

**Environmental Challenges:** Pollution, habitat damage, and resource misuse from unsustainable tourist activities degrade the ecosystem. Due to deforestation, habitat degradation, and tourism-exacerbated unsustainable agriculture, the Chittagong Hill Tracts have the highest environmental impact (9). Cox's Bazar and Sundarbans have similar ecological issues, although less so.

**Cultural Challenges:** Tourism erodes local traditions, customs, and cultural heritage. The Sundarbans receive the most significant cultural impact score (8), indicating that tourism poses a risk to its distinct culture. Sylhet and Cox's Bazar have mild cultural influences, with tourism occasionally overstepping local norms.

**Cultural Commodification and Authenticity Loss:** Rapid tourism growth in Bangladesh has commodified cultural heritage, marketing traditional customs, festivals, and lifestyles as tourism attractions. Cultural tourism may celebrate and conserve history, but it often commercializes cultural manifestations, removing their originality and value. Indigenous villages in the Chittagong Hill Tracts have modified their rites and traditions to cater to tourists, compromising their cultural identity. Tourist expectations might homogenize local customs, reducing their individuality and originality. This approach degrades cultural heritage, separating communities from their roots and diminishing the appeal of cultural tourism.

**Economic Inequities and the Marginalization of Local Communities:** Unsustainable tourism in Bangladesh's uneven distribution of financial benefits is a major socioeconomic issue. Revenue and employment from tourism primarily benefit large enterprises and urban investors. Tourism sometimes pays little to local populations, especially those in rural or environmentally vulnerable locations. Locals in tourism places like Cox's Bazar and the Sundarbans generally work at low-wage, seasonal employment with no job stability or career growth. Large-scale resorts and tourism infrastructure can also displace residents, preventing them from engaging in activities such as fishing, farming, and crafting. Marginalization increases economic disparity and discontent between tourism entrepreneurs and locals (Li et al., 2023).

**Over-Tourism and Social Strain:** Bangladesh's tourism business is concerned about over-tourism, or too many visitors in one place. Saint Martin's Island

and Cox's Bazar are overrun with tourists, especially during peak seasons. This strains local resources, such as water, Energy, and transportation, thereby lowering the inhabitants' quality of life. Overtourism can damage the social fabric of host communities. Tourism alters local lifestyles as residents adjust to the needs of visitors. This might cause communities to feel alienated and lose traditional beliefs. Overtourism disrupts the everyday lives of inhabitants and intensifies resource competition, which can exacerbate social tensions (Bhuiyan & Bhuiyan, 2023).

#### **Rising Cost of Living and Economic Instability:**

Unsustainable tourism expansion raises the cost of living in popular areas, making it hard for locals to afford housing and food. Low-income families must move to less attractive regions when luxury hotels and resorts raise property costs. Tourism dependency makes it vulnerable to external shocks, such as natural disasters, political instability, and global pandemics, which can cause sharp declines in visitor arrivals and economic instability. Many tourist-dependent villages in Bangladesh suffered economically during the COVID-19 pandemic due to a substantial decline in both foreign and local tourism. Over-reliance on tourism and diversifying regional economies to increase resilience were stressed.

#### **Gender Disparities in Tourism Employment:**

Bangladesh's tourism business shows gender inequality, with women working in low-paying, informal professions, including cleaning, handicrafts, and food selling. Women can benefit from tourism by finding employment, but the lack of education, training, and leadership opportunities restricts their potential. Addressing these discrepancies is crucial for inclusive and equitable tourism development (Luo & Yun, 2023).

### **STRATEGIC IMPLICATIONS AND RECOMMENDATIONS**

Bangladesh needs an inclusive and equitable strategic management approach to reduce the socioeconomic repercussions of unsustainable tourism. Policymakers should establish structures to distribute tourism gains effectively, thereby strengthening local communities and supporting underprivileged populations. Community-based tourism (CBT) projects include locals in planning and operations, creating equal possibilities. These programs may give communities control, ensuring that tourism development meets their specific needs and interests. Sustainable cultural tourism supports the preservation of heritage and the economic wellbeing of cultural custodians. Community capacity-building projects provide locals with the skills and knowledge to participate in tourism. These initiatives should promote gender equality to provide women with more excellent career and leadership opportunities. Finally, over-tourism must be regulated and

monitored to avoid visitor concentration. Limiting visitors, diversifying tourism, and encouraging off-season travel can spread tourist flow and reduce demand for resources and infrastructure (Szromek et al., 2023).

The socioeconomic impacts of unsustainable tourism in Bangladesh underscore the need for a more equitable and strategic tourism development strategy. By addressing economic inequalities, cultural commodification, overtourism, and gender imbalances, stakeholders can ensure that tourism promotes inclusive growth and social wellbeing. Sustainable practices will enhance the quality of life for local populations and improve the resilience and competitiveness of Bangladesh's tourism industry.

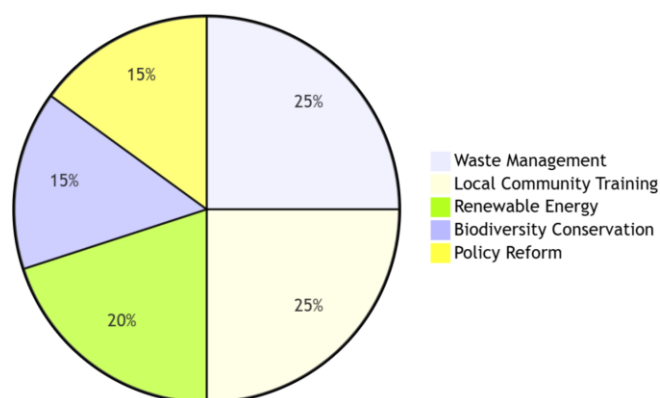


Figure 5: Resource Allocation for Sustainable Tourism Development

Figure 5 shows the distribution of resources for sustainable tourism development in Bangladesh, showing the share of investment in sustainability efforts.

- **Waste Management (25%):** Tourism hotspots receive 25% of resources to reduce, recycle, and dispose of garbage to reduce pollution.
- **Renewable Energy (20%):** To lower the sector's carbon impact, many funds are used to switch tourism infrastructure to solar and wind energy.
- **Biodiversity Conservation (15%):** Protecting natural ecosystems and biodiversity, including habitats and endangered species, is essential for long-term viability.
- **Local Community Training (25%):** A large portion of the money empowers local communities to engage in sustainable tourism, conservation, and tourism management.
- **Policy Reform (15%):** Sustainable tourism policies are strengthened and updated to improve laws and structures.

## MAJOR FINDINGS

Investigating sustainability issues in Bangladesh's tourism industry reveals a complex interplay of environmental, socioeconomic, and management factors. The results underscore the pressing need for a strategic approach to address these issues and ensure that the tourism industry's growth aligns with sustainability standards. The main conclusions are listed below:

## Environmental Challenges

**Ecological Degradation:** Because of uncontrolled tourism, well-known tourism locations like Cox's Bazar, Saint Martin's Island, and the Sundarbans are under severe environmental stress. These include water contamination, garbage buildup, and habitat degradation, all of which endanger natural ecosystems and biodiversity.

**Climate Vulnerabilities:** Rising sea levels, more frequent cyclones, and coastal erosion are just a few of the increasing hazards that climate change presents to coastal and ecologically sensitive places, making the environmental problem brought on by tourism even worse.

**Overuse of Resources:** Due to excessive tourism, natural resources such as electricity and water are being used excessively, especially during peak periods, resulting in shortages for both visitors and locals.

## Socioeconomic Challenges

**Inequitable Economic Benefits:** Local communities receive little financial benefit from tourism, as profits are frequently concentrated among major operators and firms situated in cities. Economic imbalances are maintained because many locals are forced into seasonal, low-paying jobs.

**Cultural Commodification:** The unchecked commercialization of regional customs and history has led to the erosion of artistic authenticity. Rural and indigenous people, especially those in the Chittagong Hill Tracts, are under pressure to live up to tourism standards, which threatens their cultural identity.

**Over-Tourism and Social Strain:** Excessive tourist numbers in some locations disrupt local ways of life, burden infrastructure, and intensify competition for resources, which in turn causes conflict between locals and tourists.

**Gender Disparities:** The need for gender-sensitive regulations in the tourism industry is underscored by the fact that women frequently hold low-paying, informal employment with few prospects for promotion.

## Strategic and Managerial Challenges

**Weak Policy Implementation:** Although rules designed to encourage environmentally friendly travel exist, they are frequently not sufficiently enforced. The absence of a coherent national policy on sustainable tourism further hampers progress.

**Limited Community Participation:** Local communities often lack a sense of ownership and connection with community interests because they are frequently excluded from tourism planning and decision-making processes.

**Inadequate Use of Technology:** Bangladesh's tourism industry has not yet fully leveraged technology to effectively monitor environmental impacts, manage tourism flows, and advance sustainability initiatives.

**Overreliance on Popular Destinations:** While lesser-known sites continue to remain undeveloped and underutilized, the concentration of tourism in a few high-profile locations has led to resource depletion and environmental degradation.

### Opportunities for Sustainable Tourism

**Potential for Ecotourism:** Bangladesh's abundant biodiversity, including the Sundarbans and Sylhet's wetlands, presents numerous opportunities to develop ecotourism initiatives that prioritize conservation and community benefits.

**Importance of Community-Based Tourism (CBT):** Empowering local communities to oversee tourism-related operations can enhance the preservation of cultural and natural assets, while also creating equitable economic opportunities.

**Global Collaboration:** Partnerships with regional nations and international organizations offer opportunities for financial support, technical assistance, and information sharing to support sustainable tourism projects.

**Technological Innovation:** Smart tourism technologies, such as Geographic Information Systems (GIS) and visitor management systems, can help promote more sustainable and effective tourism practices.

The results highlight the significant sustainability challenges that Bangladesh's tourism industry faces, including socioeconomic disparities, environmental degradation, and strategic management deficiencies. Nevertheless, they highlight significant prospects for sustainable tourism growth, including ecotourism, community-based tourism, and the effective utilization of technology. To guarantee that tourism supports the nation's economic development, environmental preservation, and social wellbeing, these issues must be addressed using a strategic management approach.

## STRATEGIC PATHWAYS FOR SUSTAINABLE TOURISM DEVELOPMENT

### Integrating Sustainability into Tourism Policy

Sustainable tourism development relies on good policies. To promote ecologically and socially responsible growth, sustainability must be integrated into Bangladesh's national and regional tourism policies. Policies might require Environmental Impact Assessments (EIAs) for all tourism infrastructure projects, limit visitor numbers in ecologically vulnerable regions, and encourage sustainable activities. Global frameworks, such as the UN Sustainable Development Goals (SDGs) and the Global Sustainable Tourism Council (GSTC) standards, can guide and legitimize these initiatives (Yang et al., 2023).

### Community-Based Tourism (CBT)

Community-based tourism (CBT) prioritizes the development of tourism in local communities. It distributes tourism profits fairly by integrating

communities in decision-making and operations while protecting local traditions and lifestyles. CBT can be particularly effective in Bangladesh's Chittagong Hill Tracts and Sundarbans, where indigenous and rural groups have unique cultural and environmental expertise. Tourism activities, such as eco-lodges, guided tours, and artistic performances, can help these communities support themselves. Communities require training and capacity-building to manage and sell tourism products.

### Sustainable Management and Destination Branding

Strategic management is the key to sustainable tourism. Bangladesh may gain from promoting ethical and eco-friendly tourism. Creating a national brand that showcases the Sundarbans, Cox's Bazar, and archaeological sites might attract eco-conscious visitors who appreciate sustainability (Islam et al., 2023). Tourism management efforts should promote animal observation, trekking, and cultural immersion over mass tourism, which strains resources and infrastructure. Partnerships with international travel platforms may enhance Bangladesh's sustainable tourism profile.

### Strengthening Public-Private Partnerships (PPPs)

Public-Private Partnerships (PPPs) mobilize resources, knowledge, and innovation for sustainable tourism development. In Bangladesh, PPPs combine public sector assistance with private sector efficiency to create infrastructure, ecotourism, and community-based activities. Partnerships can create sustainable energy solutions for resorts and hotels, enhance waste management in tourism locations, and educate tourism practitioners. PPPs also share financial risks and obligations, making sustainability efforts sustainable and scalable.

### Capacity Building and Training

Sustainable tourism requires competent and knowledgeable workers. Few tourism practitioners in Bangladesh understand the concepts and best practices of sustainability. Education and training for tourism practitioners, government authorities, and local communities may fill this gap through strategic capacity-building initiatives. Training should address sustainable resource management, waste reduction, energy efficiency, and cultural preservation. Partnerships with academic institutions, NGOs, and international organizations can improve program quality. Certification systems for sustainable tourism firms may also encourage best practices and accountability.

### Leveraging Technology for Sustainability

Technology boosts sustainable tourism. Digital platforms can enhance productivity, reduce environmental impact, and enhance the tourist experience. Bangladeshi tourism stakeholders may use technology in numerous ways:

- **Innovative Tourism Solutions:** Digital systems for tourist flows, booking services, and visitor feedback

help improve resource utilization and prevent congestion (Couto et al., 2023)

- **Sustainability Monitoring:** Using Geographic Information System (GIS) and other technologies to track environmental changes, evaluate tourism impacts, and make decisions.
- **Awareness Campaigns:** Using social media and mobile apps to teach tourists about garbage disposal, local customs, and resource conservation.

Technological investments will enable ecotourism innovations, such as virtual tours, which will eventually reduce the environmental impact of travel.

### Strengthening Policy Frameworks for Sustainability

Sustainable tourism relies on effective and adaptable policy. Future initiatives should update and reinforce policies to reflect sustainable concepts and align with international standards, such as the UN Sustainable Development Goals. Bangladeshi policymakers must emphasize a comprehensive National Sustainable Tourism Strategy that outlines resource conservation, waste management, and cultural preservation. This technique could also minimize overtourism in fragile places like Cox's Bazar, Saint Martin's Island, and the Sundarbans. Tourism development projects will not harm the environment if zoning and EIA rules are enforced (Amoah et al., 2023).

### Emphasizing Ecotourism and Low-Impact Tourism

Ecotourism has great potential to promote sustainable development and protect the environment. Future projects should focus on ecotourism in ecologically valuable locations, such as the Sundarbans, Chittagong Hill Tracts, and Sylhet marshes. Eco-friendly lodging, wildlife excursions, and community-led conservation programs encourage ecotourism. Promote low-impact tourism by encouraging private-sector ecotourism investment and subsidizing sustainable tourism firms. Educational efforts should teach tourists and operators about environmental conservation to complement these measures (Islam et al., 2020).

### Leveraging Technology for Smart Tourism

Technology will shape Bangladesh's sustainable tourism future. In busy areas, computerized visitor management systems can regulate tourist flows, reduce congestion, and optimize resource allocation. Sustainable practices, local culture, and eco-friendly travel alternatives may be shared on mobile apps and internet platforms to encourage responsible tourism. GIS and AI may help monitor environmental impacts, identify ecological degradation hotspots, and forecast future difficulties. Virtual tourism can reduce environmental impact and increase access to cultural and natural attractions for tourists who are unable to visit environmentally fragile places.

### Enhancing Community-Based Tourism (CBT)

Tourism development must include local communities to promote inclusion and resilience. Expanding community-based tourism (CBT) projects that allow communities to control and benefit from tourism should be the goal. Communities may learn how to conduct homestays, cultural seminars, and guided tours through capacity-building initiatives. Financial assistance and microfinance initiatives will boost their tourism industry participation. By encouraging local ownership and decision-making, CBT can help reduce economic inequality and ensure that tourism benefits host communities (Shahzamal & Elgammal, 2023).

### Strengthening public-private partnerships (PPPs)

Sustainable tourism development requires public-private collaboration. Next, PPPs should address crucial issues, including waste management, the adoption of renewable Energy, and infrastructure development. Partnerships can fund solar-powered resorts, transit systems, or waste recycling projects in major tourist destinations. Researchers from universities, government organizations, and commercial companies can also find new sustainable tourism solutions.

### Diversifying Tourism Products and Destinations

Overtourism and environmental pressure in Cox's Bazar and the Sundarbans are due to overreliance on these sites. Future tourism development should diversify goods and promote lesser-known sites to spread tourism across Bangladesh. Cultural, agro-based, and adventure tourism can draw different visitors and relieve strain on conventional locations. Sylhet's cultural richness, along with the archaeological legacies of Mahasthangarh and Paharpur, can attract tourists and enhance Bangladesh's attractiveness (Kisi, 2019).

### Encouraging Global Partnerships and Knowledge Exchange

Bangladesh may embrace sustainable tourism best practices and access resources through global collaborations and information sharing. Working with international organizations like the UNWTO and GSTC can give technical help, financing, and training. Cross-border tourism with South Asian neighbors can boost regional connectivity and prosperity. Since the Sundarbans mangrove forest is transboundary, ecotourism ventures might benefit from concerted conservation efforts with India.

### Measuring Progress Through Monitoring and Evaluation

To achieve sustainable goals, tourism operations must be closely monitored and regularly evaluated. Developing environmental, social, and economic tourism KPIs can provide actionable information for continual growth. Future initiatives should focus on developing transparent reporting tools to help stakeholders track the impacts of tourism and make informed, data-driven choices. Verifying sustainability claims with independent auditors and third parties boosts accountability and confidence (Petru et al., 2023). Sustainable



tourism growth in Bangladesh depends on creative and strategic initiatives that handle issues and anticipate possibilities. Bangladesh can lead the way in sustainable tourism by prioritizing ecotourism, leveraging technology, empowering local communities, and fostering global collaboration. These measures will safeguard the country's natural and cultural heritage, ensuring that tourism fosters inclusive and equitable development.

With a clear vision, solid relationships, and a commitment to sustainability, Bangladesh's tourism sector can grow and serve as a model for responsible tourism in the region and beyond.

### Monitoring and Evaluation Mechanisms

Intensive monitoring and evaluation systems are necessary to ensure the success of sustainable tourism policies. Tracking the environmental, social, and economic implications of tourism can provide data-driven insights for ongoing development (Chen et al., 2023). Key Performance Indicators (KPIs) for resource conservation, community empowerment, and tourist satisfaction should be created. Regular reviews and stakeholder meetings can help identify issues and adjust plans. Results transparency may help enhance stakeholder confidence and attract ethical investors and visitors.

Strategic management offers a comprehensive framework for addressing Bangladesh's tourism sustainability issues. Bangladesh can build a resilient and inclusive tourism economy by integrating sustainability into its policymaking, engaging its people, leveraging technology, and fostering collaboration among stakeholders. These solutions solve current problems and establish the groundwork for long-term success.

Bangladesh has a unique chance to lead responsible tourism as global demand for sustainable tourism rises. Strategic management can help the country conserve its natural and cultural resources, enhance community wellbeing, and achieve development goals.

### LIMITATIONS AND POLICY IMPLICATIONS

#### Limitations

This study's primary data source is secondary, restricting the breadth of in-person observations and direct empirical analysis. Due to this, the results may not accurately reflect the changes in Bangladesh's tourism industry, particularly in light of current international issues such as the COVID-19 pandemic. Additionally, detailed knowledge of particular regional inequities is limited by the absence of comprehensive local-level data on socioeconomic consequences and environmental circumstances.

#### Policy Implications

The results underscore the need for more robust legislative frameworks that incorporate sustainability into every aspect of the travel and tourism sector. Creating a thorough

national sustainable tourism strategy with precise guidelines for community engagement and environmental preservation should be a top priority for policymakers. Growth in sustainable tourism can be promoted by strengthening the enforcement of existing laws and offering incentives for environmentally responsible behavior. Additionally, more sustainable and equitable growth may be ensured throughout the sector by promoting public-private partnerships and strengthening local communities through capacity-building programs. To maximize resource utilization and minimize environmental impacts, tourism management should integrate technological advancements and investments.

### CONCLUSION

Bangladesh's tourism industry holds immense potential to drive environmental conservation, cultural exchange, and economic development. However, it faces significant sustainability challenges—such as socioeconomic inequality, environmental degradation, and excessive pressure on local resources—that threaten its long-term viability. Inadequate management practices, limited community involvement, and weak policy enforcement further compound these issues.

To ensure balanced growth, sustainable tourism development is imperative. Bangladesh's rich natural and cultural assets require a strategic management approach that embeds sustainability into every aspect of tourism planning. Key strategies should include promoting ecotourism, fostering active community participation, providing public education, leveraging technological innovation, and establishing robust policy frameworks.

Among the top priorities are the formulation of a comprehensive national sustainable tourism strategy, stricter enforcement of environmental laws, capacity-building for local communities, and the encouragement of public-private partnerships. Additionally, adopting community-based tourism (CBT) models and innovative tourism technologies can lead to more equitable and resilient growth across the sector.

Addressing these complex challenges demands a collaborative, multi-stakeholder effort involving the government, private sector, local communities, and international organizations. By aligning tourism strategies with long-term sustainability objectives, Bangladesh can safeguard its cultural and natural heritage while promoting inclusive economic growth.

This research offers valuable insights not only for academic inquiry but also for practical application. Policymakers, tourism professionals, and local stakeholders can benefit from its findings in designing more inclusive and resilient tourism models. In an increasingly globalized world, where tourism has a significant impact on national economies, prioritizing sustainability is both a moral responsibility and a strategic



necessity. By confronting key challenges and seizing emerging opportunities, Bangladesh can shape a tourism industry that is inclusive, forward-looking, and environmentally responsible.

## REFERENCES

- Ahmed, A. A. A., Zahar, M., Gribkova, V., Nikolaeva, N., Dwijendra, N. K. A., Suksatan, W., Atiyah, K. K., Jalil, A. T., & Aravindhan, S. (2022). *Effects of global warming on insect behaviour in agriculture*. *Journal of Water and Land Development*. <https://doi.org/10.24425/jwld.2022.141566>
- Alhawamdeh, H., Al-Saad, S. A., Almasarweh, M. S., Al-Hamad, A. A.-S. A., Bani Ahmad, A. Y. A. B., & Ayasrah, F. T. M. (2023). The Role of Energy Management Practices in Sustainable Tourism Development: A Case Study of Jerash, Jordan. *International Journal of Energy Economics and Policy*, 13(6), 321–333. <https://doi.org/10.32479/ijeep.14724>
- Amoah, J., Bankuoru Egala, S., Keelson, S., Bruce, E., Dziwornu, R., & Agyemang Duah, F. (2023). Driving factors to competitive sustainability of SMEs in the tourism sector: An introspective analysis. *Cogent Business & Management*, 10(1). <https://doi.org/10.1080/23311975.2022.2163796>
- Azad, M. R., Khan, W., & Ahmed, A. A. A. (2011). HR Practices in Banking Sector on Perceived Employee Performance: A Case of Bangladesh. *Eastern University Journal*, 3(3), 30–39. <https://doi.org/10.5281/zenodo.4043334>
- Azmi, E., Che Rose, R. A., Awang, A., & Abas, A. (2023). Innovative and Competitive: A Systematic Literature Review on New Tourism Destinations and Products for Tourism Supply. *Sustainability*, 15(2), 1187. <https://doi.org/10.3390/su15021187>
- Begum, R., Ahmed, A. A. A., Neogy, T. K. (2012). Management Decisions and Univariate Analysis: Effects on Corporate Governance in Bangladesh. *Journal of Business Studies*, 3(1), 87–115.
- Beirman, D. (2018). Thailand's Approach to Destination Resilience: A Historical Perspective of Tourism Resilience From 2002 to 2018. *Tourism Review International*, 22(3–4), 277–292. <https://doi.org/10.3727/154427218X15369305779083>
- Bhuiyan, M. R. U., Bhuiyan, M. B. (2023). Crises and Conflicts on the Way to Sustainable Tourism Development: A Study of Cox's Bazar, Bangladesh. *Journal of Environmental Management & Tourism*, 14(2), 320–334. [https://doi.org/10.14505/jemt.v14.2\(66\).03](https://doi.org/10.14505/jemt.v14.2(66).03)
- Blomberg-Nygard, A., & Anderson, C. K. (2021). United Nations World Tourism Organization Study on Online Guest Reviews and Hotel Classification Systems: An Integrated Approach. *Service Science*, 8(2), 139–151. <https://doi.org/10.1287/serv.2016.0139>
- Briones-Peñalver, A.-J., Prokopchuk, L., Samoiluk, I. (2023). Strategic Vectors of Coastal Tourism Development as a Blue Economy Component in the International Dimension. *Journal of Environmental Management & Tourism*, 14(6), 2473–2496. [https://doi.org/10.14505/jemt.v14.6\(70\).01](https://doi.org/10.14505/jemt.v14.6(70).01)
- Brooks, C., Waterton, E., Saul, H., Renzaho, A. (2023). Exploring the Relationships Between Heritage Tourism, Sustainable Community Development and Host Communities' Health Wellbeing: A Systematic Review. *PLoS One*, 18(3), e0282319. <https://doi.org/10.1371/journal.pone.0282319>
- Buckley, R. (2021). Tourism Eco certification in the International Year of Ecotourism. *Journal of Ecotourism*, 1(2–3), 197–203. <https://doi.org/10.1080/1472404020866812648>
- Butler, R.W. (1991). Tourism, environment, and sustainable development. *Environmental Conservation* 18(3): 201–9.
- Chen, Y., Zhang, J., Chen, H. (2023). An Economic Analysis of Sustainable Tourism Development in China. *Economic Change and Restructuring*, 56(4), 2227–2242. <https://doi.org/10.1007/s10644-023-09512-w>
- Couto, G., Castanho, R. A., Santos, C. (2023). Creative and Rural Tourism, Public Policies and Development in Land Use Changes: A Multi-Method Approach towards Regional Sustainable Development in the Azores Islands. *Sustainability*, 15(6), 5152. <https://doi.org/10.3390/su15065152>
- Desai, B. H. (2020). 14. United Nations Environment Program (UNEP). *Yearbook of International Environmental Law*, 11(1). <https://doi.org/10.1093/yiel/yvz038>
- Dumbraveanu, D. (2007). Principles and practice of sustainable tourism planning. *Human Geographies: 1*. [https://www.researchgate.net/publication/265745294\\_Principles\\_and\\_practice\\_of\\_sustainable\\_tourism\\_planning](https://www.researchgate.net/publication/265745294_Principles_and_practice_of_sustainable_tourism_planning)
- Eber, S., ed. (1992). *Beyond the Green Horizon: A Discussion Paper on Principles for Sustainable Tourism*. Godalming, UK: Worldwide Fund for Nature.
- Eber, S., ed. (1992). *Beyond the Green Horizon: A Discussion Paper on Principles for Sustainable Tourism*. Godalming, UK: Worldwide Fund for Nature.
- Fan, P., Zhu, Y., Ye, Z., Zhang, G., Gu, S. (2023). Identification and Prioritization of Tourism Development Strategies Using SWOT, QSPM, and AHP: A Case Study of Changbai Mountain in

- China. *Sustainability*, 15(6), 4962. <https://doi.org/10.3390/su15064962>
- Ghorbanzadeh, D., Zakieva, R. R., Kuznetsova, M., Ismael, A. M., & Ahmed, A. A. A. (2023). *Generating destination brand awareness and image through the firm's social media*. *Kybernetes*. <https://doi.org/10.1108/K-09-2021-0931>
- Harrison, D. (1996). Sustainability and tourism: Reflections in a muddy pool. In *Sustainable Tourism in Islands and Small States: Issues and Policies*, Vol. 1, ed. L. Briguglio, B. Archer, J. Jafari and G. Wall, pp. 69–89. London: Cassell.
- Hatibie, I. K., & Dai, S. L. (2021). Keterpenuhan Penggunaan Kriteria Dan Indikator Global Sustainable Tourism Council (GSTC) Dalam Peningkatan Ekonomi Masyarakat Lokal. *JOURNAL DESTINASI PARIWISATA*, 9(2), 311. <https://doi.org/10.24843/jdepar.2021.v09.i02.p09>
- Hunter, C. & Green, H. (1995). *Tourism and the Environment: A Sustainable Relationship?* London: Routledge.
- Huq, S. M. ., Aktar, M. S. ., & Neogy, T. K. . (2022). Key Attributes for Evaluating the Visitor's Satisfaction at Shopnopuri Artificial Amusement Park of Dinajpur. *ABC Journal of Advanced Research*, 11(1), 47-60. <https://doi.org/10.18034/abcjar.v11i1.643>
- Islam, M. F., Zhang, J., Hasan, N. (2020). Assessing the Adoption of Sustainability Practices in Tourism Industry: Insights from A Developing Country. *The Bottom Line*, 33(1), 94–115. <https://doi.org/10.1108/BL-09-2019-0113>
- Islam, Y., Mindia, P. M., Farzana, N., Qamruzzaman, M. (2023). Nexus Between Environmental Sustainability, Good Governance, Financial Inclusion, and Tourism Development in Bangladesh: Evidence from Symmetric and Asymmetric Investigation. *Frontiers in Environmental Science*. <https://doi.org/10.3389/fenvs.2022.1056268>
- Kashem, M. A., Shamsuddoha, M., Nasir, T., Chowdhury, A. A. (2023). The Role of Artificial Intelligence and Blockchain Technologies in Sustainable Tourism in the Middle East. *Worldwide Hospitality and Tourism Themes* 15(2), 178–191. <https://doi.org/10.1108/WHATT-10-2022-0116>
- Kiş, N. (2019). A Strategic Approach to Sustainable Tourism Development Using the A'WOT Hybrid Method: A Case Study of Zonguldak, Turkey. *Sustainability*, 11(4), 964. <https://doi.org/10.3390/su11040964>
- Li, T., Singh, R. K., Cui, L., Xu, Z., Liu, H. (2023). Navigating the Landscape of Global Sustainable Livelihood Research: Past Insights and Future Trajectory. *Environmental Science and Pollution Research*, 30(46), 103291-103312. <https://doi.org/10.1007/s11356-023-29567-6>
- Luo, Z., Yun, L. (2023). Investigating Risks and Strategies in Adopting Green Tourism Practices in a Developing Economy. *Environmental Science and Pollution Research*, 30(59), 123710–123728. <https://doi.org/10.1007/s11356-023-30700-8>
- Meirawan, D., Ahmed, A. A., Alazzawi, F. J. I., Chetthamrongchai, P., Alkhayyat, A., Utami, E., Artemova, E. I., Bykanova, O., Kurniady, D. A., & Komariah, A. (2023). *Solving a two-level location problem with nonlinear costs and limited capacity: Application of two-phase recursive algorithm based on scatter search*. *Foundations of Computing and Decision Sciences*. <https://doi.org/10.2478/fcds-2023-0016>
- Petru, C., Liş, A., Scutari, S., Frumusachi, L., Melnic, G. (2023). The Impact of Financial Tourism Management Tools on Tourism Companies in the Post-COVID Environment. *Geo Journal of Tourism and Geosites*, suppl. Supplement 4, 51, 1645-1654. <https://doi.org/10.30892/gtg.514spl06-1161>
- Rahman, S. S., & Baddam, P. R. (2021). Community Engagement in Southeast Asia's Tourism Industry: Empowering Local Economies. *Global Disclosure of Economics and Business*, 10(2), 75-90. <https://doi.org/10.18034/gdeb.v10i2.715>
- Sachani, D. K., & Vennapusa, S. C. R. (2017). Destination Marketing Strategies: Promoting Southeast Asia as a Premier Tourism Hub. *ABC Journal of Advanced Research*, 6(2), 127-138. <https://doi.org/10.18034/abcjar.v6i2.746>
- Saliev, F. ., & Soliev, M. . (2015). Economic Advancement of Tourism Industry in Uzbekistan. *Global Disclosure of Economics and Business*, 4(1), 43-54. <https://doi.org/10.18034/gdeb.v4i1.151>
- Shahzalal, M., Elgammal, I. (2023). Stakeholders' Perception of Accessible Tourism Implementation Based on Corporate Sustainability and Responsibility: A SEM-based Investigation. *Tourism Review of AIEST - International Association of Scientific Experts in Tourism*, 78(3), 986–1003. <https://doi.org/10.1108/TR-05-2022-0249>
- Szromek, A. R., Walas, B., Kruczek, Z. (2023). Identification of Challenges for the Reconstruction of Heritage Tourism: Multiple Case Studies of European Heritage Cities. *Heritage*, 6(10), 6800. <https://doi.org/10.3390/heritage6100355>
- Tuli, F. A. . (2014). The Problems of Managing Tourism Business in Bangladesh: Causes and Remedial Measures. *Global Disclosure of Economics and Business*, 3(2), 167-174. <https://doi.org/10.18034/gdeb.v3i2.161>

- Tuli, F. A., & Vadiyala, V. R. (2022). Crisis Management in South East Asia's Tourism Industry: Resilience and Adaptation Strategies. *Global Disclosure of Economics and Business*, 11(2), 87-102. <https://doi.org/10.18034/gdeb.v11i2.717>
- UNEP & UNWTO, 2005: 11–12. Making Tourism More Sustainable – A Guide for Policy Makers
- World Commission on Environment and Development (1987). Our Common Future. Australian edition. Melbourne: Oxford University Press.
- World Commission on Environment and Development (1987). Our Common Future. Australian edition. Melbourne: Oxford University Press.
- World Tourism Organization. 1993. Sustainable Tourism Development: Guide for Local Planners. Madrid: WTO.
- World Tourism Organization. 1993. Sustainable Tourism Development: Guide for Local Planners. Madrid: WTO. <https://www.e-unwto.org/doi/book/10.18111/978928441402>
- Yang, Y., Wani, G. A., Nagaraj, V., Haseeb, M., Sultan, S. (2023). Progress in Sustainable Tourism Research: An Analysis of the Comprehensive Literature and Future Research Directions. *Sustainability*, 15(3), 2755. <https://doi.org/10.3390/su15032755>

--0--

#### How to cite this article

Farhan, K. A., & Mohiuddin, M. (2025). Sustainability Challenges in Tourism Industries of Bangladesh: A Strategic Management Approach. *Asian Business Review*, 15(1), 33-48. <https://doi.org/10.18034/abr.v15i1.751>