



Sustainable Ecotourism in Bangladesh: A SWOT Analysis of Ecotourism Destinations

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Article Info

ISSN (online): 2582-7138

Volume: 06

Issue: 02

March-April 2025

Received: 19-02-2025

Accepted: 19-03-2025

Page No: 1146-1163

Abstract

Tourism is the world's fastest-growing sector. In the recent era, ecotourism has boosted the tourism sector in Bangladesh as well as the world. This study explores the potential of sustainable ecotourism in Bangladesh with a SWOT analysis method. This research mainly identifies eight key ecotourism destinations, including Cox's Bazar, the Sundarbans, Saint Martin Island, Kuakata Sea Beach, Madhupur Sal Forest, Sitakundo Eco-Park, Sajek Valley, and Hakaluki Haor, and applies SWOT analysis. By using the SWOT analysis research method, the researcher finds out strengths, weaknesses, opportunities, and threats. The ecological, economic, and social benefits of ecotourism are the strength of these destinations. On the other hand, environmental degradation, inadequate infrastructure, and unregulated tourism are challenges these destinations face. There are also opportunities and threats like domestic & foreign income and over tourism & natural disasters. This study provides specific recommendations that are effective for conserving the eco-environment in tourism destinations in Bangladesh as well as the world. This study mainly helps the authority bodies that are responsible for tourism planning and policy making and preserving tourism over the world, including UNWTO, UN, ATAB, WTTC, IATA, and PATA, as well as Bangladesh, including BPC, BTB, and TOAB.

DOI: <https://doi.org/10.54660/IJMRGE.2025.6.2.1146-1163>

Keywords: Tourism, Ecotourism, SWOT analysis, Sustainable Tourism, Bangladesh

Introduction

Tourism is basically a process of travel and transfer of people from one place to another country or place outside their normal environment, either for private or commercial or business concerns. In the last 20-25 years, tourism has reputed and in the course of time developed into difference, so much so, that today it is one of the speedily developing industries in the world (UNWTO 2017) ^[28]. International tourism has left world trade far behind, or by a large distance, so it was added recently that very few sectors in the world provide such touch points as tourism does (Cater 1995) ^[3]. According to the World Tourism Organization (UNWTO 2016) ^[27], international tourism outpaced world trade during the last several years. Therefore, tourism as an industry adds a lot to the local or national economy as a whole. In most cases, Tourism refers to the travel of maximum or less than one year from one place to another purely for recreation, leisure activities or purposes, medical or business purposes. As World Tourism Organization (WTO) defines tourism as, "Tourism comprises the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes" (Ugurlu, 2010) ^[25]. The silly growth 'in' tourism during the last two decades gave rise to increasing pressure on tourism that appeared to be socially and environmentally responsible. For the last 30 years, ecotourism has emerged as an alternative to mass tourism (Russell & Wallace, 2004) ^[19]. Ecotourism is basically sustaining the places for the future generations, so that the ones which have been more or less untouched by man can also be seen by them. Like-wise, Ecotourism is fast becoming important in many developing countries to generate foreign income while preserving some of their most fragile environments.

Countries can seal off some areas of their rainforests so that ecotourists will pay to see the country's natural beauty rather than the damage done by human exploitation of natural resources. Natural areas tourism, protecting environment conservation and local people's wellbeing is known as ecotourism (Das, 2011) ^[5]. Moreover, ecotourism also brought up various motives lifestyle as a profitable leisure activity, and as a new phase towards conservation as well as improvement of nature (Das, 2011) ^[6]. Countries such as Bangladesh hold massive expectations in the ecotourism sector. In 2014, travel and tourism accounted for a total contribution of 4.1% to that GDP of Bangladesh, and it is expected to increase by 06% within the year 2025 ((WTTC), 2015) ^[24]. Allah has made Bangladesh very beautiful. Major tourism places of Bangladeshi will be historical places, monuments, natural sites, beaches, tribal people, resorts, forests with different wildlife species (Wikipedia, 2017b) ^[29]. Well-designed opportunity, proper application of long-term strategic planning, and a positive attitude toward the sites for their attractiveness create favorable conditions for ecotourism development in Bangladesh. Government and private sector measures should then be complemented by the groundwork that should be involved in the formation of the ecotourism pile. Ultimately, job creation within the country's geographic boundaries will increase the inherent gross domestic product value. Otherwise, again, it may be directly converted into gross domestic product improvement by raising the country's macroeconomic variables.

Literature review

Salam, Lindsay, and Beveridge (2000) ^[20] studied the Sundarbans of Bangladesh as a UNESCO world heritage site. The authors convinced that ecotourism offers protection to the Sundarban along with providing a natural and healthy environment for the wildlife. The study stated that nature-based tourism can be used as a tool to find sustainable development for the reserve forests and reserves under the World Heritage Site. The study's chief findings depict that the indigenous community, economy of a country, and finally its regional economic condition are of utmost importance to tourism development. Moreover, they also say that planned tourism development with strong political commitment would boost tourism development.

Jamroz (2007) ^[13] directed a study titled, "Marketing of tourism: a paradigm shift toward sustainability." In this research, the need for a change in tourism marketing shift from motivations on economic profit to one that is sustainable was recommended. The sustainability approach adopt a holistic and integrated view toward marketing-taking into considerations social equity, ecological security, and economic accountability. Finally, looking at the triple bottom line is based on the understanding that sustainable tourism marketing is concerned with an integrated approach from the perspective of tourism marketing.

Okaka (2007) ^[15] sought to learn about the influence of media communication in the shaping of tourism strategy and cross cultural communications for peace, security, towards a global sustainable tourism industry in Africa. The researcher observed that the media can contribute significantly toward the growth of sustainable tourism in Africa. Basic tourism research and exchange of experts and information may be enhanced through this media communication in fostering existing economic and regional blocks, joint development of products or services, human capital, and management

development.

Rasul and Manandhar (2009) ^[17] researched to determine the problems and prospects of tourism promotion within the region of South Asia. It has shown in that study that tourism, despite the great potential, is still struggling. There is, therefore, a jumbled list of conditions causing the problems, namely, complicated travel procedures, safety and security, negative image, lack of infrastructure and facilities. The study discloses that strong political will and less bureaucratic legislation have the capacity to removing these barriers for booming tourism in the region of South Asia.

Shamsuddoha and Nasir (2011) ^[21] performed their study in Sitakunda eco-park in Chittagong division in Bangladesh, where they investigated ecotourism opportunities in the sub-urban setting. They refer to the due attempts of Bangladesh to develop several eco-parks for maintaining the natural balance, half a dozen of eco-parks being existent in Bangladesh at the time of study. Because, in most cases, an eco-park would not have the minimum standard, infrastructure is lacking, and these and other problems slow down the efforts to develop a good model ecotourism culture. A study by Das (2011) ^[5] was made on Ecotourism, Sustainable Development and the Indian State. The main intention of the study was to critically analyze the ecotourism-related policies and programs initiated by the Indian government. The basis of theirs evaluation of ecotourism was sustainable development. They argued in this study that the very fragmented character of ecotourism policies and practices actually stands at odds to sustainable tourism; albeit the former is indispensable in assuring sustainable development in India. Last but not least, the paper suggested that any amendment to a procedure is going to be ineffective without a serious evaluation of the loopholes involved.

Shoeb-Ur-Rahman and Shahid (2012) ^[22] addressed the widely growing dilemma of tourism, especially ecotourism and sustainable development, in the context of Bangladesh. The researchers attempted to provide an insight into how ecotourism destinations came core to the sustainable development of Bangladesh. Furthermore, they mentioned some marketing strategies for sector development and recommended these for establishing themselves as an ecotourism destination.

Several studies worldwide have examined ecotourism. But there are no studies on Bangladesh ecotourism SWOT analysis methods. This study fills the gap in research and identifies the ecotourism destinations and applies a SWOT analysis to these destinations in Bangladesh.

Research Objectives

- To describe broadly tourism, ecotourism, principles of ecotourism, etc.
- To identify the ecotourism destinations and apply a SWOT analysis to these destinations in Bangladesh.
- To suggest effective recommendations to overcome the drawbacks of ecotourism in Bangladesh.

Research Methodology

This research is mainly descriptive analysis. Initially, researchers collect more than 100 research papers and read them attentively. Then, the researcher develops a concept in mind and follows Google, Google Scholar, ResearchGate, BTB, ATAB, BPC, Wikipedia, and other trustworthy resources. Then, the researcher searches for the destination

and performs a SWOT analysis on the basis of collected information from various trusted sources. The researcher mainly follows previous published research and Wikipedia results.

Theoretical Framework

Tourism

Today, tourism is one of the most dynamic and rapidly growing industries that contributes to the economic growth of most countries in the world (Hossain *et al.*, 2025) ^[9]. In the present era, tourism is also regarded as one of the vital sectors

of the economy and serves as a leisure-time activity (Hossain *et al.*, 2025) ^[11]. The tourism sector contributed to world GDP in the sum of \$8.9 trillion in the year 2019, about 10.3% of the world economy (WTTC, 2020) ^[30]. This means that one in every ten jobs in the world can be found here. To drive the point home, some pretty big numbers apply to just one market. In terms of foreign exchange income generation, tourism works as a key engine, making this currency into the bloodline flowing from international tourists toward the developing countries, which eventually reduces poverty and enhances gross domestic product (GDP) growth.



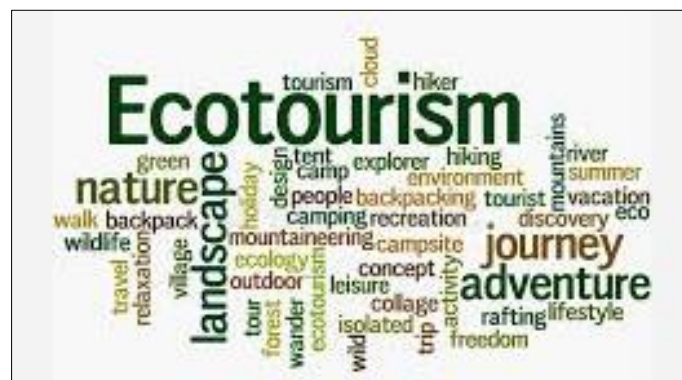
Source: Google photo

Fig 1: Tourism

Also, tourism attract international tourism to provide pure foods (Hossain *et al.*, 2025) ^[10]. With the COVID-19 pandemic, this vulnerability has become sharply visible to many economies whose performance is heavily dependent on tourism, as the pandemic curtails their influx of visitors (Gössling *et al.*, 2020) ^[8]. The maximum magnitude of contraction suffered by almost all countries in the last 50 years, measured in various scales of contraction studies from the International Monetary Fund (IMF), indicate an economic slump of travel-enabled countries down to 12% in their GDP. From carbon emissions to pollution and habitat loss, tourism influences the environment to a great extent due to air travel (Lenzen *et al.*, 2018) ^[14], accommodation, and recreation.

Ecotourism is a nature-oriented form of tourism having in its mind the conservation of the natural environment, generally regarded as least disturbance, and to contribute as well to conservation and environmental education (Buckley & Ralf, 2009) ^[1]; sometimes, it also defines itself as financially beneficial to the host community (UN Tourism, 2024) ^[26] or as making conservation financially possible. There exist many such diverse definitions, and in the year 2009, the correct definition of the term was under intense debate (Buckley & Ralf, 2009) ^[1]. Most of those who utilize the term today, however, as it applies to many organizations trying to engage in nature tourism that don't emphasize being beneficial to the environment, use it more widely (Buckley & Ralf, 2009) ^[1].

Eco-Tourism



Source: Google photo

Fig 2: Ecotourism

The basic idea behind ecotourism is that since its emergence in the 1980s, environmentalists regard it as a good way to conserve. Ecotourism organizations do undertake

conservation, either directly or indirectly, or apply methods or technologies of lesser environmental impact. Very few, according to Buckley, have a net-environmentally positive

impact. Especially where the same infrastructure and sometimes even people engage in practices of mass tourism. Like other long-distance forms of travel, ecotourism relies heavily on air travel and its consequent contribution toward climate change.

Ecotourism in general engages living natural environments, whereas geo-tourism connects the latter with geology. Ecotourism is also commonly intended to enhance the appreciation of tourists for the natural habitats and their threats, as well as the local culture. Responsible ecotourism programs are those that minimize the adverse impacts of conventional tourism on the ecology and enhance the cultural integrity of the communities. Therefore, along with environmental and cultural

evaluation, recycling promotion, energy efficiency, water conservation, and providing economic opportunities for local communities are an integral part of ecotourism.

The Ross & Wall article on ecotourism states that, "though it recognizes its role as a strategy for preserving natural areas while promoting sustainable development of the area", it extremely shortly notes that ecotourism has not succeeded in attaining its objectives. The trouble is that all this theory framed around it, including good strategic reasoning and otherwise, is hardly put into practice. The interaction of ecotourism and sustainability, conservation and development is shown in Figure 1.

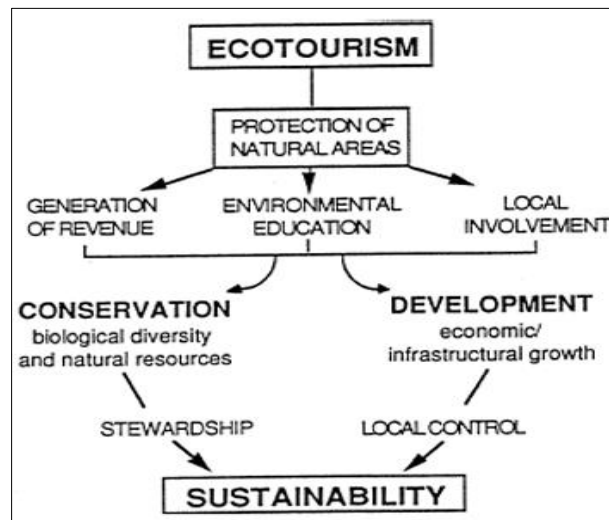
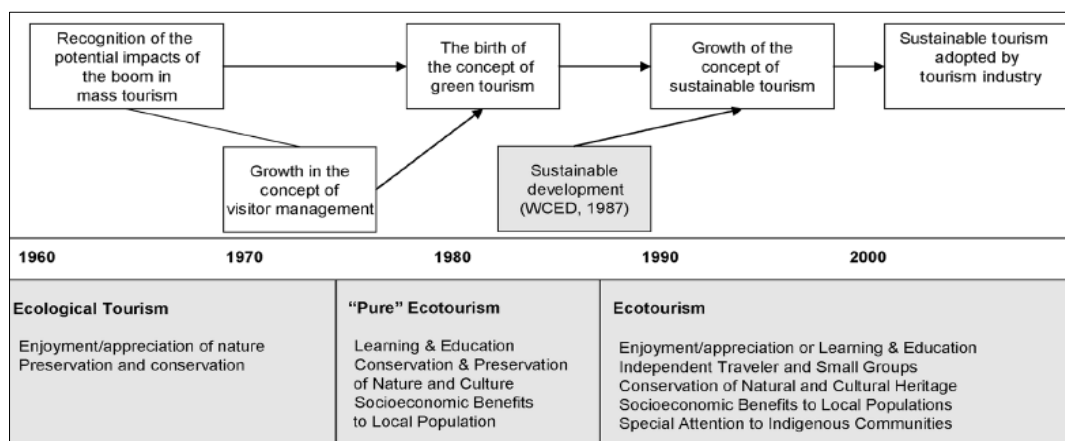


Fig 3: Perspective on Ecotourism (Ross & Wall, 1999) ^[18]

They also noted that frequently there was no visible difference between ecotourism and other forms of tourism, in consideration of the criteria used to identify and bring ecotourism into focus. These may speak to such issues as (1) reason for why ecotourism is practiced as conservation strategy business scheme or rather) awareness campaign about the environment-contingent upon the motivations of the practitioners themselves-who could talk about the size or levels of environmental impact? Or could this, in terms of providing an eco-touristic experience, be questioned in relation to services rendered? Some clear examples could be that one can present ecotourism destinations like Yellowstone in the USA that is some three million visitors every year and the Due Sauder Nature Reserve in Indonesia that receives about 2500 visitors every year? Concerning social as well as economic attributes?

History of Ecotourism

The fusion of conservation and tourism was first conceptualized by Bukowski in 1976 and the term "ecotourism" came shortly after in the late 1980s (Orams 1995) ^[16]. Mass tourism had recently been recognized as detrimental to the environment, and tourist companies began to delve into possibilities of eco-friendly tourism as a sustenance strategy for their livelihoods (Jamal *et al.* 2006) ^[12]. The concept had large public support, showing great interest in experiencing completely protected natural areas from exploitation and degradation (Orams 1995) ^[16]. The gradual evolution can be seen below in fig. 4.



Source: Adapted from Swarbrooke, 1999

Fig 4: The chronological development of the concept of sustainable tourism and ecotourism.

Several fundamental factors directly or indirectly contributed to the emergence of ecotourism. In this respect, we can see in Figure 5 how the realization that relationships could be established among several ideas and concepts regarding various things brought about the emergence of ecotourism (Jamal *et al.*, 2006) ^[12]. It was primarily the sustainable funding for conservation that constituted an initial motivation for the setting up of ecotourism, but the planners and researchers of ecotourism came to realize quite early on the plurality and complexity of stakeholders that would be affected by it (Jamal *et al.*, 2006) ^[12]. Therefore, a wider definition framework on ecotourism was drawn up that includes the components presented in Fig.5. (Jamal *et al.*, 2006) ^[12].

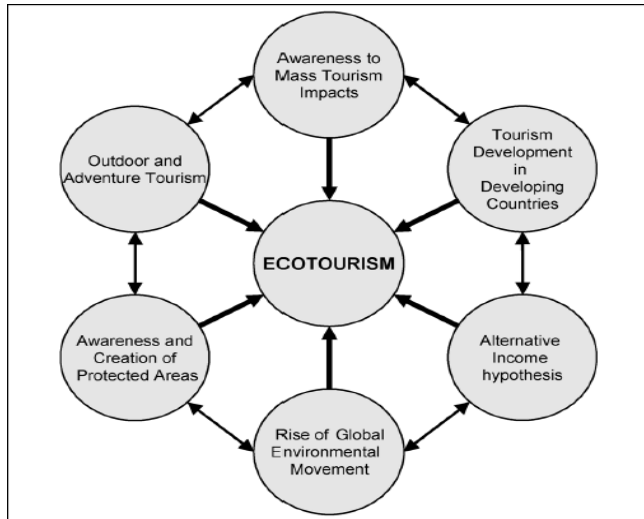


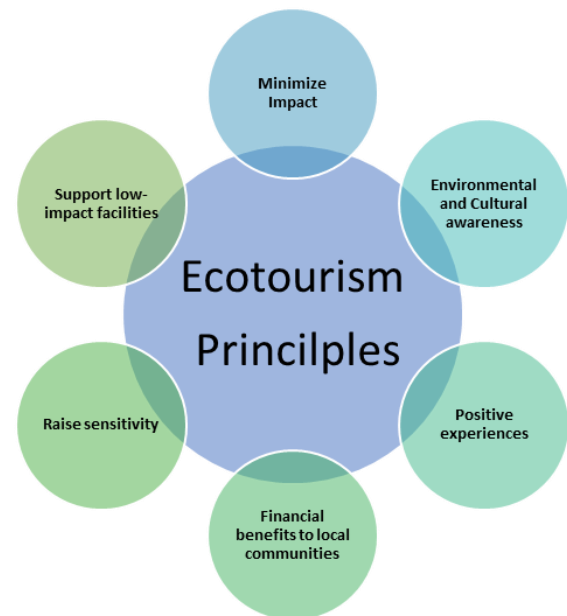
Fig 5: The major components influencing the rise of ecotourism (Jamal *et al.*, 2006) ^[12].

Ecotourism has reduced itself to 8 postulates now, formed during the World Ecotourism Summit in 2002. According to Crabtree *et al.* (2002) ^[4], the outcome of summit conference: ecotourism should be such that it is:

- Focus on natural area visitation: ensuring visitors an opportunity for experiencing nature directly in a personal way.
- Provide interpretation or educational services that give visitors the opportunity to experience nature in ways that lead them into deeper understanding, appreciation, and enjoyment.
- Exemplify best practice in ecological sustainability measures.
- Contribute continuously to natural and cultural heritage conservation.
- Benefit continuously the local community.
- Respect and care for the cultures that exist in the area.
- Satisfy customer expectations consistently.
- Be marketed and promoted honestly and accurately so that realistic expectations are formed.

Principles of Ecotourism

The sustainability does not happen by itself. Travelers need to keep a few things in mind when planning to make their journey an ecotourism one. Below are the essential principles of ecotourism:



Source: Developed by Author

Fig 6: Ecotourism principles

a) **Minimize your impact:**

Unlike all other tourism types, the prime most aim of ecotourism is to minimize any effect caused by the visitor to his visited environment and local people. Eco tourists strive to keep any adverse social or psychological consequences travel manifests in local people and likewise try removing any negative physical or behavioral consequences that the area witnesses as a result of the ecosystem.

b) **Enhance environmental and cultural awareness:**

The other principle of ecotourism is Respect and Awareness. It means that a traveler must respect the community the traveler will visit and learn about the local culture and taboos. Eco tourists want to apply the knowledge they obtain from different lifestyles to create public awareness of the place.

c) **Create mutually positive experiences:**

There are amazing benefits for travelers and the visited region when the core of ecotourism becomes mutually advantageous. Travelers can engage themselves in activities to work for local benefits apart from the economy they contribute into.

d) **Provide financial benefits to local communities:**

Ecotourism trips benefits local communities by generating profits that go toward business and individual wealth. To provide an added benefit, eco-tourists should be able to provide financial return on conservation efforts in the places they visit. Employment opportunities are created through tourism and supported by local infrastructure.

e) **Raise sensitivity to local political and social climates:**

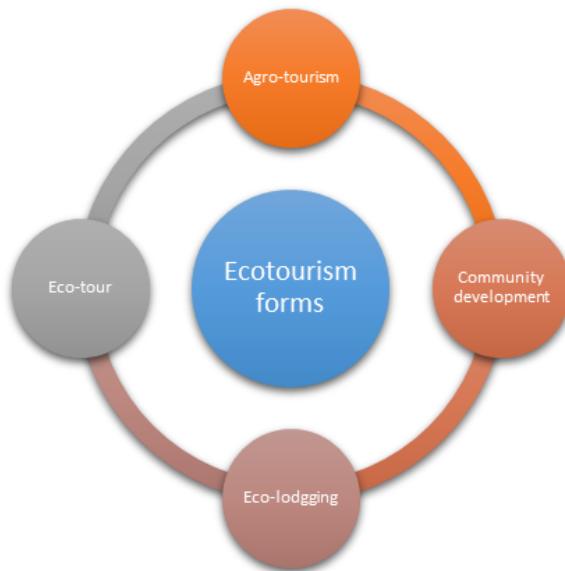
An important aspect of ecotourism is to celebrate the indigenous people of the land. Visitors should acknowledge the local people's spiritual and political beliefs and strive to see how these things affect local living.

f) **Support low-impact facilities:**

The last principle of ecotourism is the selection of hotel and restaurant facilities that minimize waste and take account of their surroundings.

Forms of Ecotourism

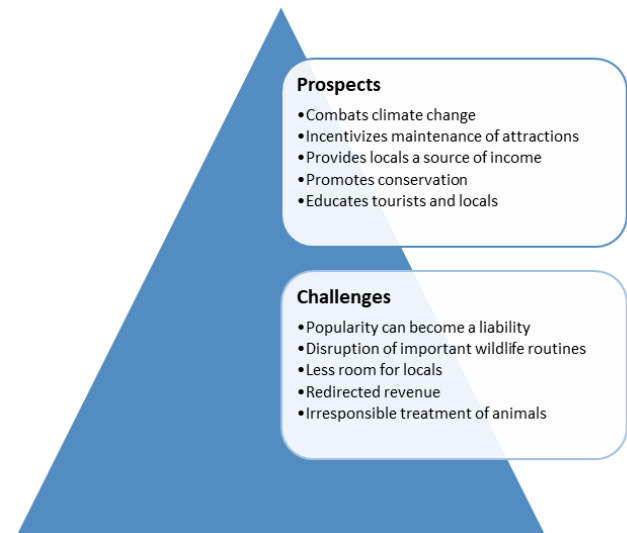
Ecotourism takes various forms, each emphasizing sustainability, conservation, and community involvement. Here are some key forms of ecotourism:



Source: Developed by Author

Fig 7: Forms of Ecotourism

- a) **Agro-Tourism:** Agro-tourism allows travelers to visit or volunteer in agricultural communities in rural areas. They can either help with farming activities or learn about environmentally appropriate and sustainable farming practices.
- b) **Community Developments:** Another ecotourism alternative goes into the community development of tree planting or home-building activities. They are meant to restore the site somewhat while still providing carries the weight of tourism. Visitors could probably engage in the other community volunteering programs at local schools or research centers.
- c) **Eco-Lodging:** Eco-lodging is designed for ecotourism accommodations that seek to abate the negative impacts on the environment caused by the lodging development in the first place. This type of holiday allows travelers to be housed somewhere that has only minimal impacts on flora and pays back to local conservation initiatives.
- d) **Eco-Tours:** Some eco-tours are conducted for special types of eco-tours. Participants may take natural area tours that highlight such things as endangered or exotic wildlife. The tours offered may be hiking or swimming, depending on the nature of the adventure. All tours work towards educating tourists while aiding conservation and limiting the physical impact of the tourists themselves.
- e) **Prospects and Challenges of Ecotourism**
Ecotourism is a growing sector within the tourism industry, offering significant environmental, economic, and cultural benefits. However, it also faces various challenges that must be addressed for long-term sustainability.



Source: Developed by Author

Fig.8. Prospects and Challenges of Ecotourism

Prospects of Ecotourism

- a) **Combats climate change:** Since ecotourism focuses directly on natural resources, its sustenance is making emission reductions possible. As a case study, approximately 5.3-8.7 millions metric tons of carbon were found above ground in several thousands of hectares of ecotourism land in Peruvian Amazonia (2010).
- b) **Incentivizes maintenance of attractions:** Ecotourism encourages biodiversity and conservation incentive for the improvement of resources.
- c) **Provides locals a source of income:** Ecotourism will increase the capacity to fight poverty and empower even the local indigenous peoples with new jobs making available revenues for direct benefit.
- d) **Promotes conservation:** Ecotourism generates income which is utilized by host communities in reinvesting within the natural wealth that attract tourists; for example, forests in Tambopata are in a risk of falling to establish businesses in favor of ecotourism, but potential profit made from ecotourism have been taken as a reason for the investment of local lodge owners in more heavily forested pieces of land and conservation efforts for forest protection in such areas.
- e) **Educates tourists and locals:** Ecotourism activities cause awareness and education pertaining to the environment among visitors and local peoples.

Challenges of Ecotourism

- a) **Popularity can become a liability:**
actually, unmonitored popular natural resources result from a high rate of human traffic through increased degradation of a very delicate ecosystem. Irresponsibly practiced ecotourism also produces noise, litter, and pollution that degrade nature.
- b) **Disruption of important wildlife routines:**
Tourists can also disturb important wildlife routines. For example, the lights accompanying seaside accommodation in touristic areas confuse nesting sea turtles and their hatchlings, who instinctively follow the brightest light. This usually ends in unsuccessful reproduction for nesters, and hatchlings face dangers or death.

c) **Less room for locals:**

Some indigenous groups will, whenever necessary, be relocated or denied the right to land and other resources in favor of ecotourism development efforts or conservation. This was done in the past in Tanzania when the local Maasai were evicted and stripped from holding any rights over their land.

d) **Redirected revenue:**

The fact is, there is no guarantee that revenue from ecotourism will return to the industrialized world if the workers are not local or if the enterprise running the ecotourism operation is foreign-owned. This is despite

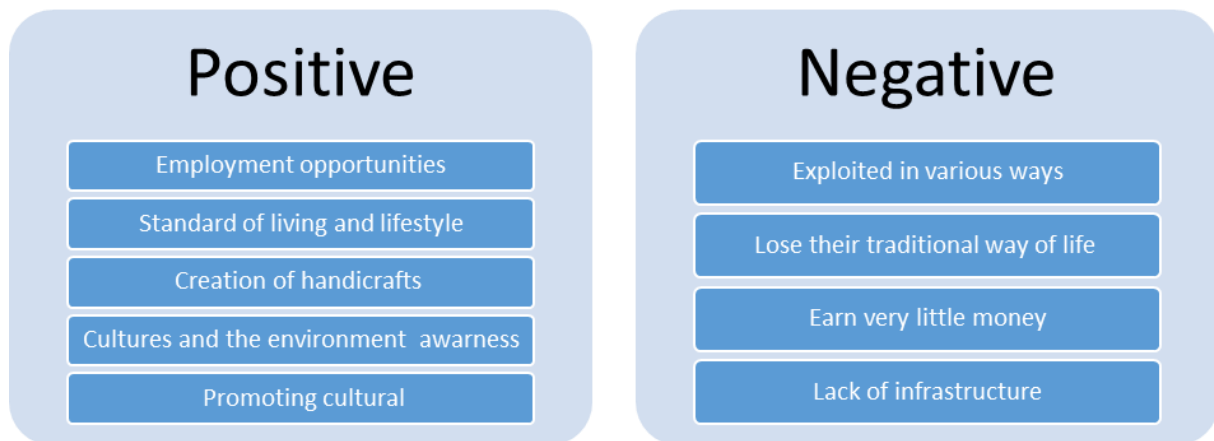
the fact that, as of 2018, around 61% of the tourism workforce in Sikkim, India, was out-of-state workers.

e) **Irresponsible treatment of animals:**

ecotourism operators know that, often, tourists desire to get closer to wildlife, and this is sometimes allowed even when it is contrary to the best interests of the wildlife.

Positive and Negative impact of ecotourism on people

Ecotourism affects local communities, travelers, and stakeholders in various ways. While it can bring economic and social benefits, it also has potential drawbacks that need to be managed carefully.



Source: Developed by Author

Fig 9: Positive and Negative impact of ecotourism on people

Positive impacts of ecotourism on people

- Ecotourism also provides income opportunities for people in the local area—for instance, park rangers, lodge cooks, or cleaners. This income is viewed as an extra wage, which is often higher than they would earn by selling their crops.
- Education improves when local people are trained as wildlife guides; thus, their standard of living and lifestyle improve.
- Extra income can accrue to local communities through the making of handicrafts, which are sold to tourists.
- Ecotourism enhances respect for local cultures and the environment and increases consciousness regarding conservation.
- Teachers who undergo ecotourism trips can influence the youth to understand the significance of the principles and practices of ecotourism for cultural understanding and environmental awareness.

Negative impacts of ecotourism on people

- Locals being exploited can be flung open to a variety of

avenues, such as being utilized as cheap labor.

- These people then gradually lose their ways of life that they have inherited as they become accustomed to the 'Western' cultures.
- Many of such indigenous representations can be used by the locals themselves to showcase how tourists could capture beautiful photographs of indigenous people.
- Most of the ecotourism trips are profitable for companies as opposed to the minute earnings made by the local people.
- The infrastructure development is often for the benefit of the tourists only, eg airports, as neither can the local residents afford the airline fare.

Positive & Negative impacts of ecotourism on the environment

Ecotourism is designed to promote sustainable travel while protecting nature, but it can also have unintended negative consequences. Below are the key environmental impacts—both positive and negative.



Source: Developed by Author

Fig 10: Positive & Negative impact of ecotourism on the environment

Positive impacts of ecotourism on the environment

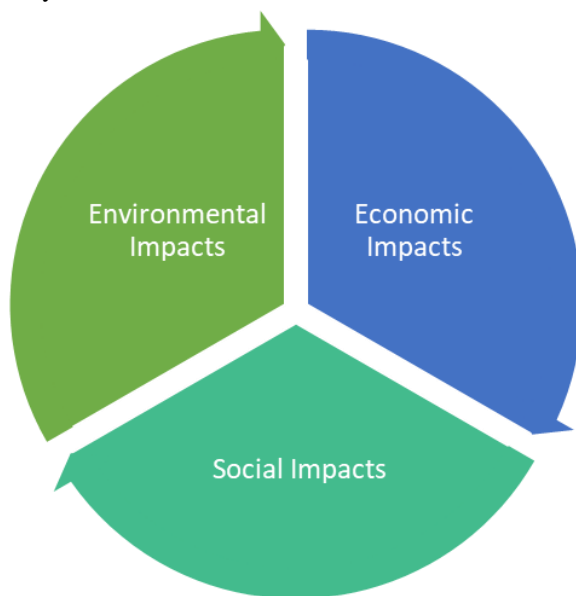
- Money injected into the local economy does create an avenue for rainforest preservation.
- The government and local communities appreciate the need to keep the rainforest untouched.
- For the most part, tourists are willing to pay for conservation through donations, park entrance fees, and tips to guides.
- Ecotourism may reduce the need for hunting for income.
- In ecotourism, income is gained through preserving the rainforest-detrimental to tourism income is deforestation.
- Money from tourists goes back into the conservation of the area.

Negative impacts of ecotourism on the environment

- Tourism has reached industrial proportions now and little regulation has been imposed on its working.
- Local resources are sometimes destroyed so that ecotourism can even begin; examples are the cutting down of trees to build tourist lodges.
- Natural resources are destroyed to make souvenirs.
- Very rarely hunted species become tourist attractions. Natural landmarks are destroyed, for example, through trampling on excessively used tracks, leading to soil erosion and damage to vegetation.
- Some areas are actually in danger of overuse. Sometimes the hotels release waste directly into rivers, polluting the water.

Dimensions of sustainable ecotourism impacts

The increased demand for tourism, ecotourism in particular, has prompted stakeholders to re-examine the ecotourism industry once more. This time their deliberations revolve around sustainable tourism and eco-friendly tourism. Ecotourism has a tremendous impact on various aspects in many dimensions: the economic, social, and environmental.



Source: Developed by Author

Fig 11: Dimensions of Sustainable Ecotourism Impacts

Economic Impacts

Ecotourism is a very important aspect of tourism and affects the economy and society that impact the rural people and their places. It directly creates lots of job opportunities for the local people like looking after tourists and housekeeping and many more indirect benefits like developing infrastructure,

poverty alleviation, improving the standards of living, and so on. In spite of all these positive impacts, local people are able to garner revenue through various forms of local businesses. On the other side, different indirect jobs are created by the promotion of ecotourism. Another phenomenon is that growth in ecotourism is dependent upon the development of related industries such as hotels, motels, and restaurants, thus further increasing demand for quality manpower such as waiters and cleaners, suppliers and sweepers, chefs and translators, and tour guides and operators. The transportation sector is also witnessing development from ecotourism. To put it in a nutshell, these are a few ways in which, nowadays, ecotourism has become a boon for the economies of countries. The World Travel and Tourism Council (2015) reported tourism contributed about BDT 296.6 bn. in GDP in South Asia for the year concerned, which will be contributing BDT 566.3 bn. in the forthcoming year 2025. Additionally, it suggests for direct employment generation about 1,984 000 jobs will be created in the tourism sector with an overall increase in job creation by 2.1 % in the year 2025 (WTTC, 2015).

Social Impacts

A rise in ecotourism is creating a transformation in social status as well as in social classes. The very recent emergence of ecotourism and sports tourism in the past decades has extremely large social ramifications on the society. The main benefactor of the increasing demand for ecotourism includes the local female entrepreneurs. With the emergence of ecotourism, traditional textiles and foods, personalized kits and goods are getting known. With increased demand for ecotourism, the local people are getting paid a little extra and are not so much prone to leave the place, further supporting the national economy.

Environmental Impacts

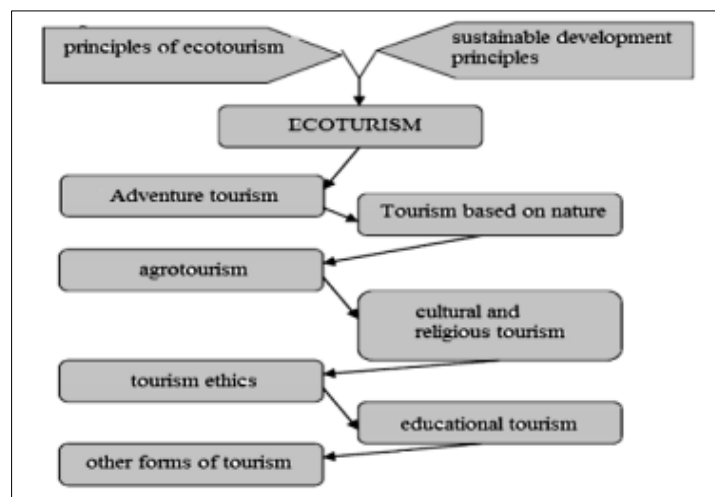
Ecotourism impacts directly the natives. More and more ecotourism sites are opened up that natural places are preserved, wildlife heritage, local and natural beauty preserved. And the tourists too are getting attracted to the natural sites. However, there are some negative effects of ecotourism development along with many positive ones. Sometimes most often jobs created by ecotourism are seasonal, which brings a lot of people into the industry but who at times, go looking for jobs elsewhere during the lean season. Again, the attitudes of the tourists sometimes hamper the native's cultural emotion, and on the contrary, the destruction of nature by the tourists hampers the natural imbalance.

Relationship between Ecotourism and Sustainable Tourism

The orientation of rural ecotourism is directed from the tourist end toward the host community. It will alter perspectives and makes promisingly realistic economically as well as socially and environmentally. The connection between the scope of ecotourism and sustainable development is depicted in the following figure. Ecotourism is that activity derived from the natural environment with which the virtue and educational implications for tourists and locals are managed properly and sustainably. Sustainable management means the involvement of both the community and the environment. Products, employment, education, and

so on would be the result. The strategic objectives of sustainable development, ecological safety and social inclusion have to be seen as profiling ecotourism into the

national and transnational development strategies as much as possible.



Source: Dowling R.K, 1999

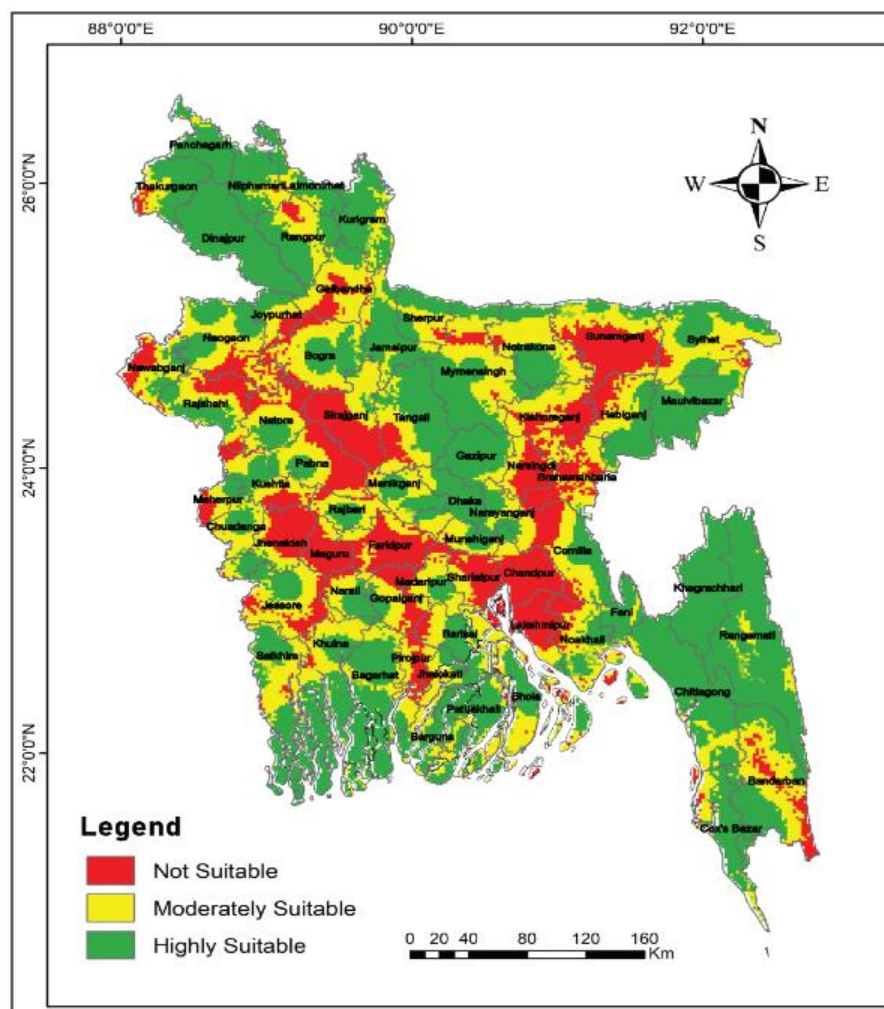
Fig12: Relationship between Ecotourism and Sustainable Tourism.

Result and Discussion

Ecotourism Destinations of Bangladesh & SWOT analysis

Bangladesh is rich in natural beauty, biodiversity, and

cultural heritage, making it an excellent destination for ecotourism. Here are some of the top ecotourism destinations in the country:



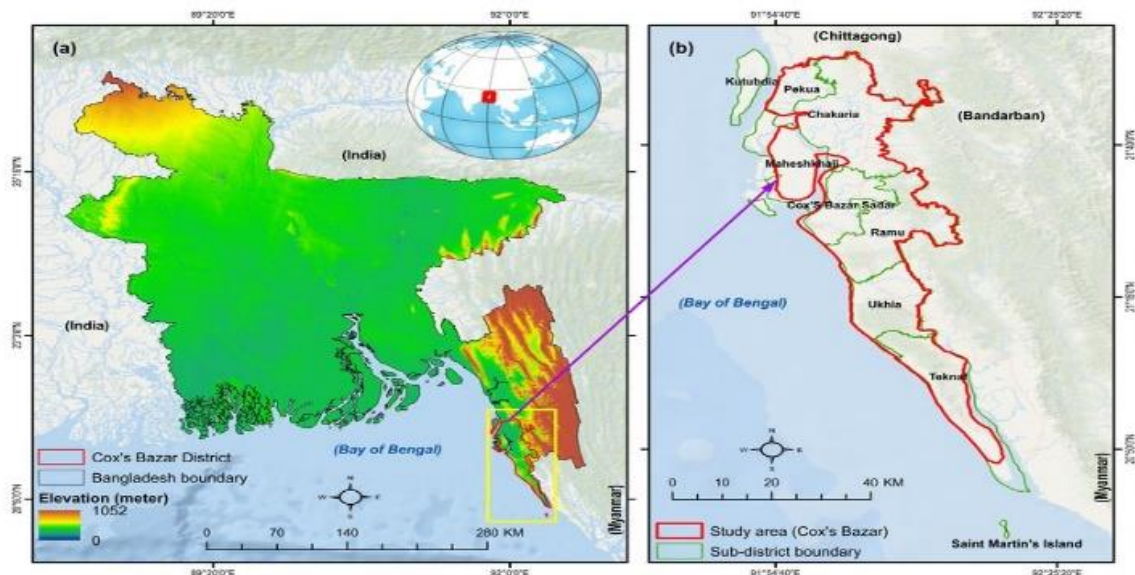
source: Collected from Google photo

Fig 13: Ecotourism destinations in Bangladesh

Cox's Bazar

World's longest sea beach in the world has always been in Cox's Bazar. Approximately, it covers a gentle slope with 120 km (75 mi) unbroken sandy sea beach. It does not belong to most of the world's major international tourist destinations, but it is among the popularly visited tourist locations within Bangladesh today. In the year 2013, the Government of Bangladesh instituted a unique arm of the police force called

'tourist police'. Many functions are performed by this unit. One of those functions is to give protection to national and international visitors from all types of threats. The same unit will cater under its wings the nature and wildlife of tourist areas in Cox's Bazar. They are some tourist points in Cox's Bazar: Himchari National Park, AggmedaKhyang, Ramu, Bangabandhu Sheikh Mujib Safari Park, Inani Beach.



Source: Collected from google photo

Fig 14: Geographical location of Coax's Bazar

SWOT analysis on Coax's Bazar

Cox's Bazar, the longest sea beach in the world, has immense potential for sustainable tourism; however, adversities counterbalance tourist attraction. A SWOT analysis detailing strengths, weaknesses, opportunities, and threats will serve to evaluate the current situation.

Strengths

- The world's longest unbroken sandy sea beach is over 120km. It has stunning landscapes, including forests and waterfalls.
- It is called a tourism hub for the significant contribution it makes to Bangladesh's economy by providing employment opportunities for local people and others.
- It has cultural and religious significance with the indigenous community who preserve unique traditions and handicrafts.
- It is well-connected by road, air, and sea.

Weaknesses

- Unplanned infrastructure development is a big barrier for the destination. The unplanned development creates overcrowding that reduces tourist attraction.
- Environmental degradation is a major concern, including plastic and pollution. Coastal erosion and deforestation are ongoing issues.
- Lack of proper guidelines for beach maintenance, sustainable practice, and conservation

Opportunities

- It has already developed sustainable tourism initiative like eco-resort, park, conservation program, etc.
- Public and private investors invest here. They invest on

the project of airport expansion, smart tourism project and improve transportation so that enhance the visibility and accessibility.

- Digital marketing tool including Facebook, google map, Instagram, TripAdvisor propose this destination over the world.
- This beach provide unique opportunities to tourist like jet skiing, scuba diving, and parasailing can attract adventure tourists.

Threats

- Climate change is a significant risk to cox's bazar. For the rising of sea level, increase coastal erosion, and natural disaster like flood and cyclone threatening tourism infrastructure.
- Over tourism big issues for the destination. For overs tourism displaced local fishing communities and disrupted traditional livelihoods.
- Poor management is threats for the destination.
- Political instability is also threats for the destination.
- Rohingya refugee crisis is also threat for the destination.

Sundarbans

The world's largest mangrove forest that produces and provides is also the most biologically productive of all natural ecosystems (UNESCO, 2017). The Sundarbans cover an area of about 10,000 square kilometers. The Sundarbans' mangrove resources are composed of forests, fisheries, wildlife, and water. The enchanting nature of this forest draws the attention of nature lovers, scientists, researchers, and tourists. UNESCO designated the core areas of the Sundarbans Reserve Forest (SRF) as a World Heritage Site.

Point, Dobeki, Kodomtola, Notabeki, Haldibunia, Dublar Char, and Akram Point.

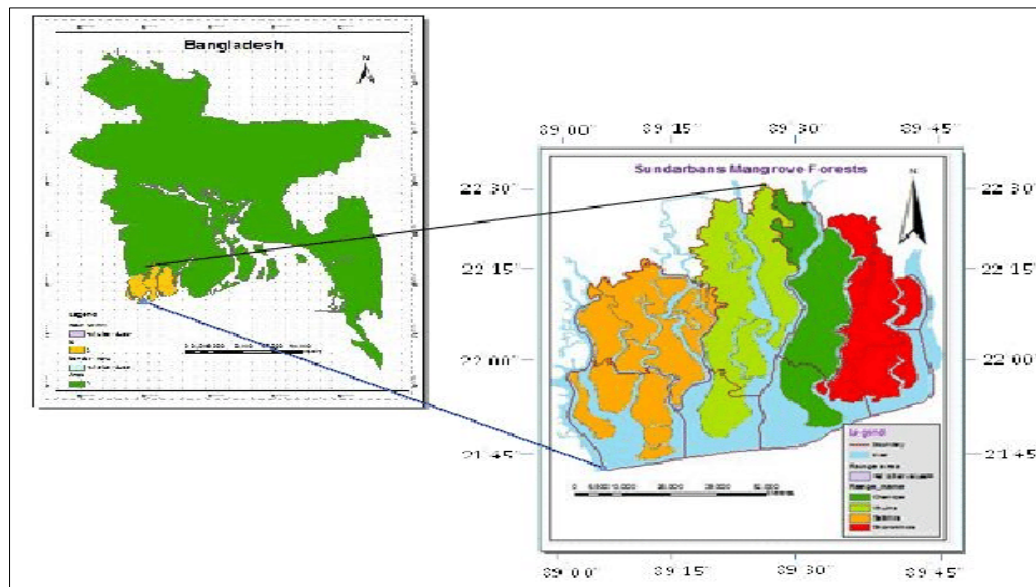


Fig 15: Geographical location of Sundarbans

The Sundarbans is important for ecological, economic, and cultural reasons, while also being subject to serious threats and guarding our nation. Sustainable conservation, eco-friendly tourism, and community involvement will be available here.

- It is also one of the largest mangrove forests globally and declared as a World Heritage Site by UNESCO.
- It is an important habitat to the Royal Bengal tiger and crocodile other diverse species of birds and fish.
- The Sundarbans act as a natural shield during strong cyclonic storms, tidal waves, and storm surges.
- The Sundarbans also earned livelihoods to thousands of people through fishing, honey collection, ecotourism, and traditional crafts.
- This unique ecosystem houses researchers and tourists.
- The Sundarbans is also a cultural and historical site with folklore, traditions, and religious importance still prevailing.

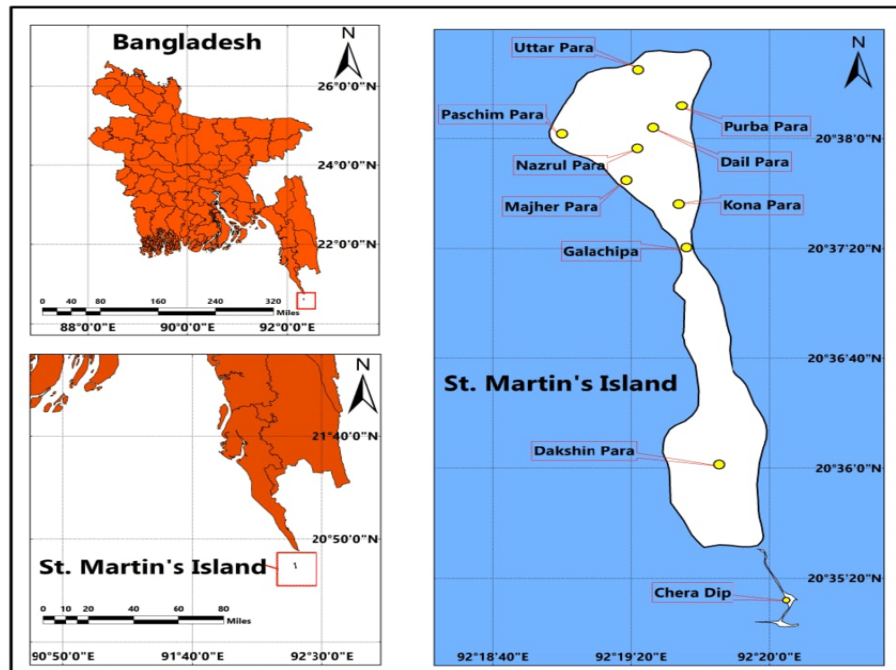
- This area will Community change and rising sea levels with salinity have affected the biodiversity of this area recently.
- Sundarbans infrastructure by and large is poorly developed with limited transport and connectivity as well as very poor essential services like health and clean water, and grossly inadequate communication.
- The Sundarbans have capacity-wise a scope for gross tourism, established their sensitive ecosystem.

- By encouraging and promoting responsible and eco-friendly tourism, the revenue generated will be put back

- Community-based conservation programs can also empower the local people by providing alternative livelihoods like sustainable fishing, honey production, and handicrafts.
- Scientific research and climate adaptation projects can help better understand and protect the Sundarbans.

- The greatest definition of threat for Sundarbans is from climate change itself, especially rising sea levels that cause submerging land, increased salinity affecting the vegetation, and extreme weather events damaging the ecosystem altogether.
- The human actions pave the way for illegal felling of trees with industrial expansion as well as unregulated outsourcing of resources helping to cause depletion in mangrove cover, an essential resource for biodiversity and coastal communities alike.
- Polluted by waste and chemical runoffs, not forgetting plastics from surrounding agriculture, such industrial wastes jeopardize marine and freshwater ecosystems, and the oil spills get much worse when ships navigate through this area.

The unbelievably small and isolated island is situated in the northeastern part of the Bay of Bengal in Bangladesh, known locally as NaricalGingira or Coconut Island. There is also a small adjoining island that is disjointed at high wave, called CheraDwip. Recently, Saint Martin Island and Cheradwip have stirred excitement in the tourism industry and have become some of the best attractions. The different resources of nature, the charming beauty of the islands, and the warmth of the local people lure the tourists.



Source: Collected from google photo

Fig 16: Geographical location of Saint Martin Island

SWOT analysis on Saint Martin Island

Saint Martin's Island has marvelous prospects as an eco-tourism destination but is being pushed to the edge with unregulated tourism and harmful environmental threats to its future. For the preservation of natural beauty and upliftment of local communities, sustainable tourism policies, conservation activities, and improved infrastructure are necessary.

Strengths

- Saint Martin's Island of Bangladesh is the only coral island endowed with beautiful and uninterrupted beaches, clear blue waters, and unique forms of marine biodiversity including coral reefs, sea turtles, and various fish species.
- This natural beauty, coupled with the loneliness of a remote location, has drawn eco-tourists, adventurers, and nature lovers looking for a peaceful retreat.
- Saint Martin's Island holds promising prospects for marine conservation and responsible tourism interventions. The presence of coral ecosystems and rare marine life makes this an important area for biodiversity conservation.

Weaknesses

- The island suffers from a lack of adequate infrastructure, such as poor waste disposal, limited fresh water supply, and unreliable electricity.
- Unregulated mass tourism harms the environment, destroying coral reefs and contributing to litter and resource exploitation. Tourists collect corals and shells, endangering marine biodiversity.
- Access to the island is intermittent and seasonal, with boat services being its only access. Connectivity gets hampered during bad weather or monsoon seasons.

Opportunities

- Different new models of natural tourism are being designed so that the above economic benefits will have a

counterweight with environmental conservation. Some examples include eco-friendly accommodations, responsible waste disposal, controlled visitor numbers, and, in general, contribute to protecting the island.

- Most of these marine projects such as coral reef restoration and turtle conservation programs could attract environmental grants and scientific research, thus increasing the biodiversity of the island.

Threats

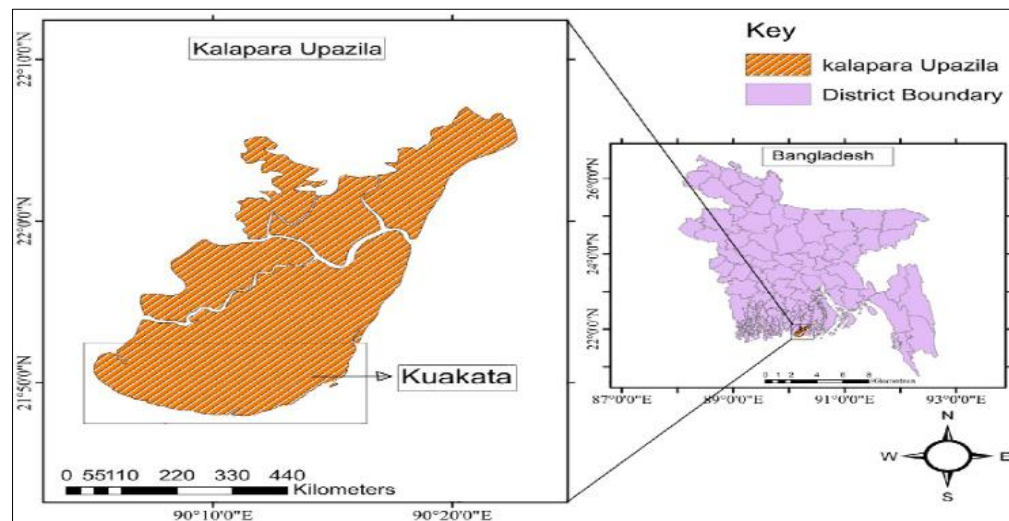
- Major threats of climate change and rising sea levels are posed to Saint Martin's Island by increasing risks of coastal erosion and submersion. Rising ocean temperatures could also result in coral bleaching and, in turn, affect marine biodiversity.
- Over-tourism has been the cause of extremely great environmental degradation in the form of pollution, destruction of coral reefs, and depletion of natural resources ranging from fresh water, which could lead to complete collapse of the island's ecosystem.
- Illegal fishing and overexploitation of marine resources by locals and outsiders alike threaten the delicate balance of the marine ecosystem, on which biodiversity is dependent, as well as affecting the livelihood of local fishers.

Kuakata Sea Beach

Kuakata, also popularly known for its amazing sea beach, is the 2nd largest sea beach in Bangladesh. Kuakata exposes itself in the south-eastern part of Bangladesh. Kuakata beach is 18 kilometers long and 3 kilometers wide; it is entirely sandy. One can see sunrise and sunset from the same spot without any obstruction over the Bay of Bengal. The term Kuakata denotes from the word 'kua' of Bengali language, which means "well" that was dug by the early Rakhine settler (Burmese tribes) by the seashore for their drinking purposes. They landed then on the Kuakata coast in the 18th century, after being expelled due to the Burmese from Arakan

(Myanmar). Since then, digging wells in the immediate vicinity of Rakhaine tribes has become a tradition for water. Kuakata is regarded as a pilgrimage place for both Hindu and Buddhist communities. Countless devotees come here during the 'Rush Purnima' and 'Maghi Purnima' festivals. During this

time, the pilgrims take a holy bath at the bay and participate in the fairs. One may visit the 100-year-old Buddhist temple which houses the statue of Goutama Buddha and two wells that are around 200 years old.



Source: Collected from google photo

Fig 17: Geographical location of Kuakata Sea Beach

SWOT analysis on Kuakata Sea Beach

This destination, Kuakata Sea Beach, has great potential to be developed into a prime beach and eco-tourism site for Bangladesh. Its strategic development, enhanced infrastructure, and strict enforcement of environmental laws will ensure the possibilities of this area survive.

Strengths

- Kuakata is one of the only places in the world where one can enjoy both sunrise and sunset on the same beach over the sea. It has thus become a unique and attractive destination.
- The beach has an approximate length of about 18 km, thus making it offer a broad and calm coastline of soft sandy shores, ideal for enjoyment and recreation.
- It is the place where nature has richly endowed the land with nearby forests, rivers, and mangrove areas such as Fatrar Char, hence engendering ecotourism and adventure tourism.
- Kuakata is richly inhabited by different cultural communities such as Rakhine people whose traditions, handicrafts, and Buddhist temples give a further boost to the cultural appeal toward this place.
- This area has a bright future in terms of tourism development with regard to enhancing income-generating opportunities in the hospitality sectors, transport, and businesses in the local area.

Weaknesses

- Infrastructure development in Kuakata is yet to make a full swing; rural areas are poorly connected, have little accommodation, or any kind of public facilities for tourists.
- Waste management has become a more pressing concern with the lack of proper disposal facilities being a big source of pollution and environment degeneration.
- The beach is deficient in safety and security measures,

and emergency response systems are not properly laid down; hence safety continues to remain a question for tourists.

- Seasonal tourism dependence means that most visitors come during peak travel seasons, thus giving rise to economic instability of the locals during the off-season.

Opportunities

- The advancement of eco-travel projects, such as mangrove conservation, boating, and guided nature tours, are able to attract travelers worldwide while conserving the ecosystem.
- Improved infrastructure such as better roads, good resorts, and good amenities will improve the tourist experience and attract more visitors.
- Investments by the government and the private sector in tourism projects including marine sports, adventure tourism, and cultural festivals will enhance Kuakata's attractiveness.
- Digital marketing and international tourism promotions can bring Kuakata to the forefront as an irresistible destination, appealing to both local and international tourists.

Threats

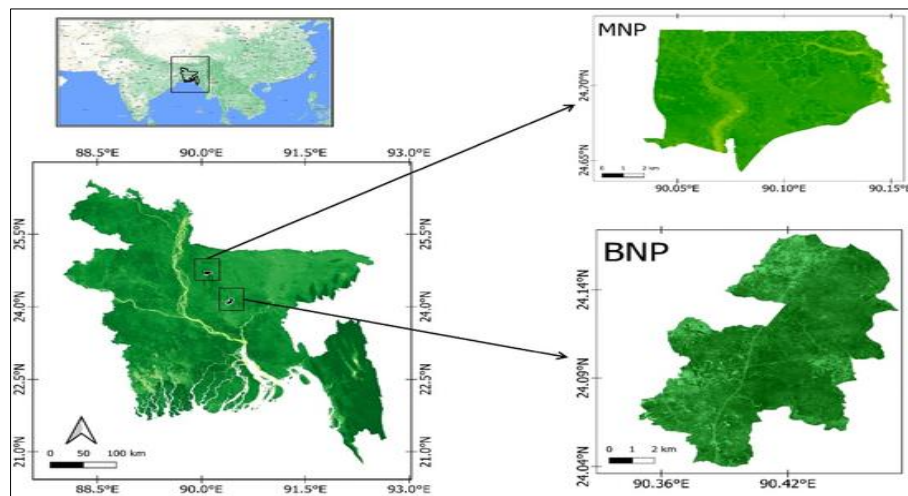
- Beach and tourism industries of Kuakata are jeopardized by threats related to climate change, including coastal erosion and consequent increases in sea level.
- Over tourism combined with unregulated construction may damage the environment and natural beauty and lead to depletion of local resources.
- Kuakata's appeal may also be affected by competition from other regional beach destinations like Cox's Bazar and Saint Martin's Island or neighboring countries such as Thailand and Sri Lanka.

Madhupur Sal Forest

The Sal forests categorized as one of the richest ecosystems

as regards forest types with respect to Bangladesh contain Madhupur Sal forest which is well known as 'MadhupurGarh'. It is located formerly now in Tangail district in Madhupurthana. Madhupur Sal Forest has an area of 45,565.18 acres of land. Of the whole area, 2525.14 acres are declared as reserved forest while the remaining area of

43039.04 acres is under process to declare reserved forest for conserving diversity. Madhupur Sal Forest contains the faunal and floral diversity of different tribal communities, which are important for environmental stability and a treasured part of biological and cultural diversities of Bangladesh.



Source: Collected from google photo

Fig18: Geographical location of Madhupur Sal Forest

SWOT analysis on Madhupur Sal Forest

It is an asset that has vast ecological and cultural significance in Bangladesh, and it is being severely threatened by deforestation, habitat destruction, and weak conservation policies.

Strengths

- Madhupur Sal Forest is home to the largest and most significant deciduous forests in Bangladesh, which has a high diversity of flora and fauna. This area declares itself as an ecological zone of greater importance.
- This forest fulfills important functions such as providing for the local climate, conserving soil and preventing erosion. All these secured its importance as an environmental asset.
- Ancestors lived here, besides the Garo, and the Koch and their descendants; thus making it a rich area in culture and anthropology providing avenues to ethnographic tourism and cultural preservation.
- It has a national park called Madhupur. Many tourists visit this park to enjoy nature and conduct research or adventuring activities.

Weaknesses

- The forests are being extensively deforested at a rapid pace due to illegal logging coupled with land encroachment for agricultural and settlement development.
- Weak implementation of laws and poor conservation policies do not act as a deterrent to illegal activities, to the detriment of biodiversity and environmental degradation.
- The tourism infrastructure is poorly developed with very

few facilities such as roads, accommodation, and guided eco-tourism lacking any appeal to the visitors.

Opportunities

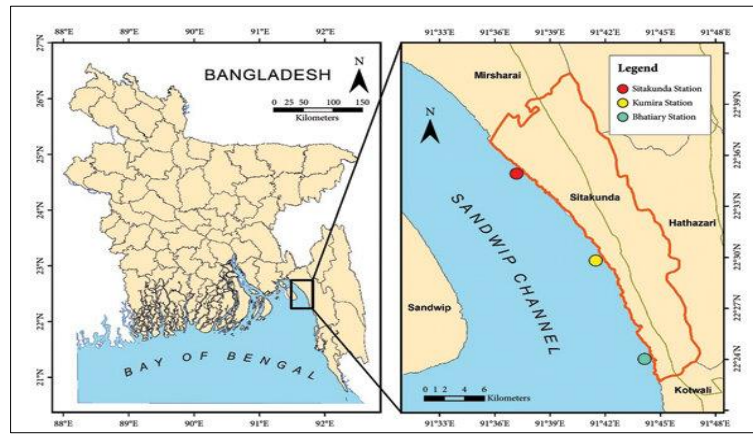
- Eco-tourism initiatives, like nature paths, wildlife safaris, and sustainable lodges, create funds for environmental conservation. Bear in mind that indigenous people may also participate in conservation initiatives.
- The fight for environmental protection may involve the economic contributions offered by alternative livelihoods.
- Government and international bodies utilize afforestation and reforestation programs for restoring degraded sites and improving the ecological balance.

Threats

- Forests are chiefly being threatened due to habitat destruction and fragmentation that arise from fast-paced urban expansion and intensified agriculture.
- In addition to these changes, erratic rainfall patterns and increasing temperatures might also smear stress signals to the ecosystem and hamper its sustenance.

Sitakundo Eco-Park

Sitakundo Eco-Park is the first eco-park of its kind in Bangladesh, complete with an exquisite botanical garden. It was set up in 2001 during a five-year development project (2000-2004) on 1,997 acres of land located at Chandranath Hills of Sitakunda, Chittagong. The eco-park was set up for the purposes of biodiversity conservation, natural regeneration, planting new trees, developing infrastructure, and ultimately promoting nature-based tourism for revenue.



Source: Collected from google photo

Fig 19: Geographical location of Sitakundo eco-park

SWOT analysis on Sitakundo eco-park

In Bangladesh, Sitakunda Eco-Park deserves recognition as one of the best eco-tourism and conservation areas. However, existing problems such as deforestation, poor conservation policies, and unregulated tourism need to be countered.

Strengths

- Sitakunda Eco-Park is a charming ecological and beautiful site displaying many kinds of flora and fauna, waterfalls, and beautiful vistas; it caters well to nature lovers and adventure seekers alike.
- The park contained a variety of plant medicines and rare trees and housed many wildlife species, making it important for conservation and ecological study.
- Severakha and Napittachora are just two of many waterfalls whose added natural beauty and attraction create trekking and trekking activity opportunities within the park.

Weaknesses

- The unregulated influx of tourists into natural parks has littered and polluted the parks in addition to leading to disturbances in the entire ecosystem affecting the ecological balance.
- Interventions for conservation are poorly managed and not monitored by government organs as expected. Underfunding has also beset sustainable development programs.

Opportunities

- By means of guided tours, nature trails and sustainable

lodges, the eco-tourism infrastructure attracts the responsible type of tourist and thus helps in preserving the fragile environment.

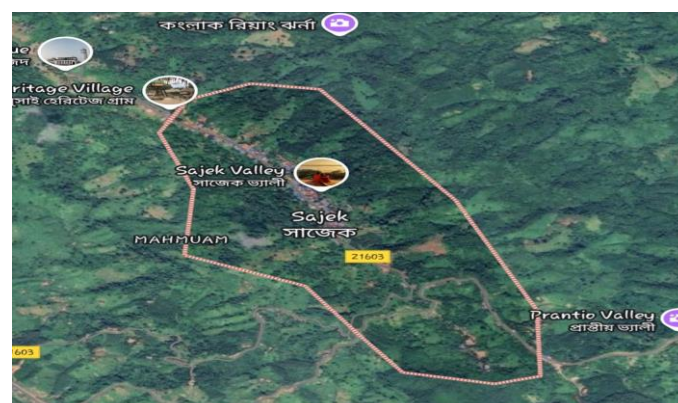
- Train local guides and promote local eco-tourism projects as part of community-based conservation activities, enhancing sustainable tourism and economic development.
- Investment in infrastructure, security, and waste management for eco-tourism projects will enhance the attractiveness of the park to visitors for both the government and private sector actors.

Threats

- Deforestation and illegal logging are threatening the existing outdoor ecosystem and wildlife in the park preserve.
- Alterations in climate-such as extreme weather conditions, temperature anomalies, and erratic rainfall-damage the flora, fauna, and water resources in the park.

SajekVally

Sajek is a comparatively new destination for ecotourism. In essence, it is a river that divides Bangladesh from the rest of India. The place is famous mainly for its natural beauty and the indigenous community. The most notable among the many tribal minorities are Chakmas, Marma, Tripura, Pankua, Lushai and Sagma. There are natural beauties of the place by which it is named 'Queen of Hills,' the roof of Rangamati. The valley of Sajek is most enchanting at sunset, in the rain, in the morning, in the evening, in the night, and while being with the local natives.



Source: Collected from google map

Fig 20: Geographical location of SajekVally

SWOT analysis on Sajek Valley

Crowning jewel of the Bangladeshi tourism industry, Sajek Valley proffers eye-catching scenery, abundance of cultural heritage, and adventure opportunities. However, the unregulated tourism, environmental threats, and lack of infrastructure need solutions.

Strengths

- Sajek Valley is among the most stunning tourist attractions of Bangladesh, offering marvelous views of green hills, clouds, and valleys, thus drawing nature lovers and photographers alike.
- Rangamati district at about 1,800 feet in height provides a cool, pleasurable atmosphere and attracts tourists throughout the year.
- The indigenous people, such as Chakma, Marma, and Tripura, offer an uncommon cultural experience to visitors, so there is plenty of opportunity for them to explore traditional lifestyles, foods, and handicrafts.

Weaknesses

- Access to unreliable electricity, poor connectivity, even below the minimum expected, and proper medical care facilities are few of the infrastructures generally available within the area to the tourists in emergencies.
- Over-tourism has led to a huge waste and pollution accumulation with fewer management systems, thus deteriorating the beautiful nature of the valley.
- Prices are very high in accommodation and food because of remoteness and transportation costs, thus making traveling expensive for a budget tourist.

Opportunities

- Extending eco-tourism initiatives such as trekking

routes, nature walks, and adventure activities attracts tourists while conserving the environment.

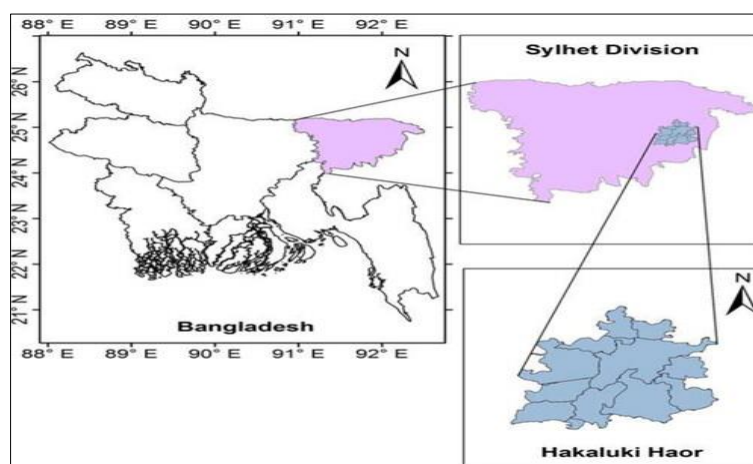
- Creation of sustainable disposal systems and green lodges can maintain the valley's natural beauty and catch the eyes of responsible nature lovers.
- It is also possible to prioritize local indigenous cultures to boost income from traditional performances and handicrafts, as well as local cuisine.
- Investment in infrastructure improvement, for example, with better health facilities, transport systems, and different digitization, may enhance every bit of the tour experience.

Threats

- Uncontrolled tourism threatens the fragile ecosystem of the valley with deforestation, waste, and depletion of resources.
- Climate change, including unpredictable weather patterns and heavy rains that cause landslides, may cause the area to become inaccessible and rendered unsafe for users.
- Incidents of political or ethnic unrest in the region might drive some away from tourism and business, thus impacting the economy.

Hakalukihaor

Hakalukihaor is one of the largest wetland resources within Bangladesh and one of the largest in Asia. It is homegrown for many animals, fishes and birds and a great variety of flora and fauna. The haor has 107 types of fishes, some of the tasty and nutritious fishes are Chela, Dhela, Pabda, and Lalchanda fish found here. Rare types of plants, animals, and birds are here.



Source: Collected from google photo

Fig 21: Geographical location of Hakalukihaor

SWOT analysis on Hakaluki haor

Hakaluki Haor is an ecological treasure of Bangladesh; it has ecological, economic, and tourism importance. Climate hazards, pollution, and mismanagement are threatening its future. Sustainable conservation policies, eco-tourism projects, and community participation are necessary to ensure the protection and development of this exceptional wetland for environmental and economic benefits for local communities.

Strengths

- Hakaluki Haor is one of the largest wetlands of South Asia, occupying about 18,000 hectares, thus making it an important ecosystem for biodiversity and water resources.
- The haor houses hundreds of species of fishes, migratory birds, and aquatic plants, rendering it an ecologically significant area for conservation and eco-tourism.
- It provides natural breeding grounds for fishes and fertile land for seasonal agriculture, thus maintaining the livelihoods of thousands of local people.

Weaknesses

- Expiring land, deforestation and pollution are degrading the haor's natural ecosystem, influencing the populations of fish and birds.
- Within the monsoon season, a large area of haor goes underwater and no more allows transportation made difficult for tourism, while in the dry season, water unavailability affects the local livelihood.

Opportunities

- Domestic and foreign tourists to the area would hence be attracted through investments in sustainable tourism, guided boat tours, birdwatching zones, and eco-lodges.
- Conservation projects, reforestation, and funding initiatives could restore and protect the haor ecosystem.
- Local communities could be educated and trained in sustainable fishing, eco-tourism, and conservation programs, thus providing alternative sources of livelihood while at the same time conserving nature.

Threats

- Unpredictable flooding and changes in rainfall patterns or drought would affect biodiversity and livelihood survival of many.
- Water quality and the aquatic life face threats from pesticides and synthetic fertilizers mostly from agricultural runoff besides the industrial waste from the neighbouring areas.
- Unregulated land grabbing by settlements or agriculture or shrimp farms reduces the wetland areas, endangering the entire ecosystem.

Discussion

Briefly, this discussion covers the merits and perils of ecotourism in Bangladesh. The Sundarbans and Cox's Bazar are the key attractions, and they have certain aspects of nature, including biodiversity and cultural heritage, that will keep tourists flocking to them and their surrounding areas, generating local incomes. Yet these ecotourism destinations are biting the bait from various threats, destroying sustainability with climate change, over-tourism, and pollution. For example, as sea levels rise and illegal logging continues, the comment on Sundarbans as a carbon sink and wildlife habitat saunters toward the brim. Cox's Bazar is a thriving tourist spot, making it crowded and therefore adding to the environmental stresses. Community participation should be an important thing to consider. The local indigenous groups such as the Rakhine people in Kuakata and Garo in Madhupur add diversity to the culture but, in reality, only get a minimal share of the tourism revenues. The research further reveals infrastructure deficits like ineffective waste disposal on Saint Martin Island and poor transport links to Sajek Valley, which are hindrances to the tourist experience while also damaging the environment. In conclusion, a multi-stakeholder approach towards ecotourism would prosper. Governments must ensure that the conservation laws are strictly enforced and support and establish eco-sensitive infrastructure while the private sector introduces innovations for eco-friendly lodges and tours. Empowerment of local communities through education and involvement in tourism activities is, thus, a prerequisite to equitable sharing of benefits. Further digital marketing along with cooperation from international organizations may supplement the progress of ecotourism in Bangladesh.

Recommendations

- It is here that strengthening policy frameworks and regulatory regimes should come first. There should be a comprehensive body of laws by the government on environmental protection specifically for ecotourism zones.
- Infrastructural advancements will direct themselves towards sustainable development as well. For example, options like solar-powered boats in the Sundarbans, environment-friendly solar-powered houses along with renewable energy systems, and advanced wastes disposal mechanisms targeting high-high areas such as Saint Martin Island and Cox's Bazar to combat pollution are some. Local communities are empowered in all ecotourism initiatives. Initiatives train residents as certified tour guides and hospitality workers; fairness in revenue-sharing models must directly serve local conservation efforts.
- Immediate measures must therefore be taken for conservation and climate resilience. Major activities include large-scale ecosystem restoration projects - mangrove reforestation, an example, developing climate-adaptive infrastructure in vulnerable areas, and strict protocols for wildlife tourism to minimize human impact on natural habitats and animal behavior.
- Encouragements towards Public-private partnerships must remain vigorous in stimulating innovations within the country. Incentives for sustainable tourism investing and partnerships between the private sector, local communities, and NOGs could help put up a complete conservation and tourism management plan for the country.

Contribution

The said study adds to the existing literature that gathers up-to-date, destination-specific SWOT analyses of the ecotourism sector in Bangladesh, thus filling the gaps for localized research. A big picture of how ecotourism can fit into the metas of sustainable development, the United Nations' Sustainable Development Goals (SDGs) in particular, SDG 8 (Decent Work and Economic Growth), SDG 12 (Responsible Consumption and Production), and SDG 15 (Life on Land).

Thus, the practical research presents a roadmap to policymakers on what areas to focus on, such as infrastructure development, community training, and climate-related adaptation strategies. Eco-certification, waste management systems, and culture-sensitive tourism models are required of industry stakeholders. On an academic level, this work contributes to the discourse on sustainable tourism issues in developing countries, using Bangladesh as a case study that is weighed toward growth in detriment of ecological and social integrity.

Conclusion

The Bangladesh ecotourism sector possessed great potency with immense prospects to pull the economy up, establish environmental protection, and preserve culture. However, its achievement is determined by addressing some systemic issues. The SWOT analysis emphasizes that it is high time for protection against the impacts of climate change, pollution, and unplanned development to natural treasures such as the Sundarbans and Sajek Valley. Low-impact practices, community empowerment, and strong policy frameworks

must be given priority in sustainable ecotourism for long-term viability.

Acknowledgment

The researcher would like to thank my academic supervisor for his advice and insightful thoughts on this research study.

Disclosure statement

This article's publication does not present any conflicts of interest. For this research, no outside funding has been obtained.

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