Journal of Tourism and Management Research
ISSN: 2149-6528

2016 Vol. 1, Issue.1

Tourism development in Cox's Bazar, Bangladesh: conflicts or co-exists?

Abstract

The aim of this research is to look into the tourism development in a developing society with a particular reference to Cox's Bazar in Bangladesh. Initially, this research has reviewed the existing knowledge based on socio-cultural and religious impacts of tourism development- followed by a qualitative method; interview of 15 local people and tourism developers to achieve its aim and objectives. Previously the main profession of this area was fishing, however, tourism development in this area take along a diverse opportunity of employment to local people. Results based on the analysis of the positive findings further include infrastructural development, cultural exchange, and entrepreneurial opportunity which all lead to a quality of life to local people. However, results based on the hierarchical regression also identified some issues that arisen due to tourism development in this region. These unenthusiastic impacts of tourism development include an increase of alcoholic beverages, cultural clash and adaptation of the Western behaviour of freedom of drinking and dressing. The current study provides a further contribution to tourism and hospitality management literature and a useful guideline to tourism developers, policy makers and practitioners to integrate and manage better tourism development in a developing society, particularly in Cox's Bazar, Bangladesh.

Keywords: *human interaction, cultural aspect, impacts of tourism development, Cox's Bazar, developing countries.*

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Vol.1/No.1/2016/166-180. DOI:10.26465/ojtmr.2016132262

1. Introduction

Tourism has many contributions to the community but more so for socio-cultural and economic changes, Tourism contributes to improving the standard of living of people. In this process, Tourism enhances the image of a region (Cooper et al., 2005). Ryan et al. (2011) revealed that the literacy rate, consumption of new and modern goods, earning patterns, and bringing new ideas – all these contribute to the higher standard of living. Tourism development extends cultural sharing between tourists and local communities. The studies of Diedrich & Garcia-Buades (2009); Yang et al. (2013) and Anderneck (2005) found that tourists from different parts of the world participate in local cultural programmes which become an input of cultural changes. Furthermore, Cooper et al. (2005) stated that tourism also is the way of exchanging language, culture, religion and politics that can minimise the differences among nations or even different region of a country. Though economic development greatly improves the ways of life of people but it seems an arising issue when economic development becomes the only priority in an area where people of diverse background share the same land. People experience a higher ratio of development through tourism than any other means of economic force. However, the studies of Zamani-Farahani and Musa (2012); Zamani-Farahani and Henderson (2010); Greenwood (2004) and Hashimoto (2002) showed negativity of tourism development in developing societies, such as- cultural pollution, change of local language and accent, foods, dresses, crime, traffic, diseases like HIV and so on. Such negativity detracts local lives often which is difficult to measure. Considering the social costs from tourism development, the developing countries and in particular Muslim countries oppose and they see development through tourism cannot be doable.

The principle aim of this paper is to comprehend the understanding of the impacts of tourism development in an area where people of diverse background share the same land. This research has examined the circumstances in one of the famous tourism destinations of Bangladesh, Cox's Bazar. Cox's Bazar is the capital tourist destination of Bangladesh along with its natural beauty and world longest unbroken sandy beach (120 km) with more than 1.5 million tourists every year (Bangladesh Tourism Board, 2016). The capital tourist destination of Bangladesh already showed the potential of its future growth. According to the WTTC (2015), the contribution of the tourism industry in Bangladesh reached some US\$150 million in 2014 in compared to US\$121.14 million in the previous year, 2013. The total number of international tourists' arrivals in this geographical location was 148,000 in the year of 2013 which is 18.4% higher than the previous year 2012. Moreover, the latest report of WTTC (2015) on Bangladesh emphasised that due to cheap expenditure in Bangladesh, Cox's Bazar has the huge potentiality to be the alternative to the destinations like Bali, Indonesia; Kuala Lumpur, Malaysia and so on. This report indicates that Cox's Bazar in Bangladesh can be the most popular destination in South-East-Asia for its natural beauty, world longest unbroken sandy beach and less costly compared to other destinations in South-East-Asia. However, unplanned tourism development and the only economic priority make the development questionable as tourism development in Cox's Bazar, Bangladesh: conflicts or co-exists?

Therefore, this current study aims to comprehend the understanding of the impacts of tourism development in a developing society in particular Cox's Bazar, Bangladesh, and further contributes to tourism and hospitality management literature. To achieve the aim and objectives of this paper, this paper has reviewed the existing knowledge based on socio-cultural and religious impacts of tourism development- followed by a qualitative method; interview of 15 local people and tourism developers. Comments are derived from analysis of the findings gathered from interviews. The following sections will focus on the existing knowledge based on tourism development in developing countries including socio-cultural and religious impacts of tourism development, research method that used in this research,

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findings and analysis, and finally conclusion, implication and limitation of this research. To integrate and manage tourism development properly, tourism developers, policy makers, practitioners and academics need to comprehend the understanding of the socio-cultural and religious impacts of tourism development in this region. Therefore, it is hoped that this paper will be of value to tourism developers, academics and practitioners for having a better understanding of the impacts of tourism development and further contribution to literature into the impacts of tourism development in developing societies overall, a subject of growing importance given the size and growth of it.

2. Literature Review

2.1 Cox's Bazar and its Tourism

Cox's Bazar is the capital tourist destination of Bangladesh. Cox's Bazar has an area of 249.86 square kilometres and surrounded by Chittagong District on the North, Bay of Bengal on the South, Bandar ban District on the East and bay of Bengal on the west (figure 1) (Hossain, 2010). According to Bangladesh Tourism Board (2016), Cox's Bazar is one of the Bangladesh's leading destinations for the scenic beauty with 120-kilo meter world longest unbroken sandy beach and with more than 1.5 million tourists every year. Tourism in this area leads to the development of facilities such as hotels, restaurants, airport, gift shops and so on, even though it has some world class accommodation, one international airport, and some beautiful guest houses.

Figure 1. Map of Cox's Bazaar, Bangladesh

Source from: www.google.co.uk

Furthermore, According to the Bangladesh Tourism Board (2016), Cox's Bazar is a most visited destination in Bangladesh with many visitors' places. Laboni Beach is the main beach of Cox's Bazar; at this place, visitors can enjoy the scenic beauty of Bay of Bengal. There are also some other popular places including- Kolatoli Beach, Inani Beach, Himchori, Radar station, Teknaf, Sonadia Dip, Saint Martin, Mahesh Khali and so more. Visitors can enjoy various activities including- sunbathe, surf, jog, cycling, and swimming. Near to the main beach, there are a lot of shops selling souvenirs, locally made clothes, dresses, bed sheets, and accessories (Hossain, 2010).

The major tourism origin location is Bangladesh domestic tourists, but also there are some major tourists origin countries including- UK, Korea, Japan, USA, India, Australia, Nepal, and Pakistan (Hossain, 2010). Furthermore, Zahra (2012) assumed that Cox's Bazar is the longest uninterrupted Shark free sea beach and top contender of World's New 7 natural

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Wonder 2008 competition. The major objectives of the destination are to develop, promote and market tourism. After the independence war, Cox's Bazar receives more attention and development, however yet tourism success in terms of foreign tourism is not significant due to political and social instability in the whole nation.

2.2 Tourism Development in Developing Society

According to WTO (2009), Tourism is arguably the largest of multinational activities. The economic dimensions of this global systemic phenomenon and its attendant global structures are willingly recognised as being significant. Sharpley & Telfer (2014) have provided an excellent concept of the tourism industry in developing countries, in which they argued that Tourism is overall a set of economic activities, trades on the physical, the social, environmental and cultural character of special places. Such destinations can also be sites of development conflict, particularly where new tourism development challenges existing place values and local attachments. Christianto (2009) argued that literature is rich with stories of development conflict, analyses of tourism impacts on local communities and the accounts of dispute resolution and collaborative tourism planning. However, Timothy & Iverson (2006) asserted that yet, the role of the state and interpretation of public interest are important but little-understood influences in tourism development conflict and its discourses of place change. The tourism industry and the tourists it serves can exert major influences on host communities at a number of levels. Robinson and Boniface (1999) argued that Tourism can preserve cultures, resurrect forgotten traditions and prevent cultural stagnation. However, tourism can also challenge existing values, social norms, traditions, and behaviour, religious views and these can lead to situations of conflicts. In extreme cases, resistance or violence can be the result. Robinson (1999) noted that for the majority of the time, it would seem that as long as tourism delivers the economic and social benefits it frequently promises, problems are often tolerated and some measure of conflict is accepted. However, whenever tourism brings cultures together, whether freely or forced a range of complex issues are appealed such as the nature of cultural identity, social and economic power relations, legal and moral rights and management responsibilities.

The majority of the studies follow the 'cautionary platforms' established by Jafary (1989). Researchers were largely concerned about the negative impacts of tourism, such as social conflicts, crime, commercialization and degradation of indigenous culture, the decrease of values and violation of religion, belief and symbols (Beeton, 2006; Kuvan & Akan, 2005; and Yang et al., 2013). Church (2004) stated that Tourism in Hawaii as a 'new kind of sugar' representing a parody on their premier agriculture export. On the other hand, some studies reflect the characteristic of the Advocacy platform. McKean's (1977) study about Bali in Indonesia and Deitch (1977) study about Indians in Southwestern United State, among others, emphasise tourism's positive impacts such as the preservation and production of traditional arts and crafts, and enhancements pride in heritage and ethnic identity. The re-study of some communities and re-thinking about some earlier research sought to make the research more objective and holistic in the broader context that generated it, such as the study of (Andriotis, 2004; Diedrich & Gracia-Buades, 2009; Ryan et al. 2011). Furthermore, Ryan & Aicken (2005) stated that over the period the studies have become both more critical as researchers have sought to address and more polygonal as the complexities and differing value systems become more apparent.

2.3 Tourism Development and its Impacts

Prasad (1987) argued that the determinants of tourism conflicts are complex. The argument includes that the magnitude of the conflict depends on a number of factors such as the nature of the society, its flexibility or resilience to change the size of the host population relative to

the number of visitors, the degree of dependence of the society upon tourism, and the economic state of the society. Ryan (2003) has identified several variables that should be considered in discussing tourism economic impacts: tourism development of the destination area, the level of economic development of the destination area, the nature of the tourist facilities and their attractiveness, the degree of foreign or out of region ownership of hotels and tourism infrastructures, the employment of non-indigenous labour, the infrastructure provided by government, tourist types, and their association with other parts of the economy. There is a range of impacts (e.g. socio-cultural and religious) between tourism development and indigenous people have been taken attention of the researchers, stakeholders and practitioners. Among the scholars who argued that tourism development in developing countries is beneficiary (Greenwood, 2004; Copper et al., 2005; Hashimoto, 2002; Kim & Patrick, 2009; Sharpley & Telfer, 2014) revealed that it brings plenty of opportunities for the local people such as employment, infrastructures development, community development, cultural exchange and so more. In consequences, these tourism scholars also did not deny the terrible effects of tourism development in developing countries. All of them further claimed that tourism development in developing countries brings a number of conflicts between tourism development and local community. These include- cultural clash, increase crime rates, commercialisation, impact on religious views and beliefs.

Cooper et al. (2005) stated that it is the fastest growing industry and has great contribution in many economies of the world. However, Butler & Hinch (2007) assumed that these developments will remain constant and step forward dramatically if negative impacts of tourism development in developing countries can be minimised. There are some negatives cultural, socio-cultural and religious impacts endeavour against tourism development in developing countries, such as- cultural pollution, change of local language and accent, foods, dresses, crime, traffic, disease like HIV and so on, which are supported by Andriotis (2004); Diedrich & Garcia-Buades (2009); and Ryan et al. (2011). The harmfulness of these negatives aspects of Tourism penetrates slowly into the society which difficult to measure. They stated that some of the unpleasant aspects of Tourism in their books. The demand of tourism may come into conflict with the needs and wishes of local communities and needs of tourists. Due to those social costs sometimes it is difficult to develop Tourism industry properly in developing and Muslim country like Bangladesh. In addition, Smith (1977) argued that tourism is like Coca-Cola; it is not a plague in itself, but if it is not handled carefully it can bring about irremediable damage. Armstrong (2001) revealed that quite often, though, dramatic culture change takes place when tourist entrepreneurs more directly influence the inner structure of another culture. This tendency of tourism to more varies rapidly within other cultures without necessary having explicit and an outspoken motive towards them nourishes a special kind of cultural imperialism. To penetrate almost every corner of the world and change the inner meanings and dynamics of other cultures does indeed give a new meaning of Harding's (1968) concept "tragedy of the commons" (cited by Armstrong, 2001).

3. Methodology

3.1 Research Design

This research has adopted a qualitative approach to collect primary data from case study destination. Veal (2006) argued that qualitative research is particularly effective in collecting culturally specific information about the values, norms, behaviours and social context of the particular population. Jennings (2001) argued that qualitative research is considered as a vital technique in social science which is based on the interpretation of the research and the formulation of the findings. A depth interview of 15 people has been applied in this research including members from Bangladesh Tourism Board, Bangladesh Parjatan Corporation; Tourism academics; local policy makers; local tourism and hospitality entrepreneurs;

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employees and students. A semi-structured interview with these participants produced substantial detailed data to be analysed and created a more informative research paper. Furthermore, the researcher has divided this semi-structured interview into two main themes including- recent tourism development in Cox's Bazar and impacts of tourism developments in this location which allowed the researcher to justify this research aim and objectives and also had the intention to have an easy, valid and reliable discussion and analysis of the findings. The researcher has used same interview questions to all interviewees in order to know the consultants perspective.

3.2 Data Collection and Sampling

Face to face interviews with these participants has been considered as a useful technique to collect data while other options of interview such as phone or skype may be of destructive due to poor network connection. The investigation demanded comprehensive detail, so consequently these face to face interviews' time, date and place were organised by the respondents, allowing them to conduct the meeting at their convenience. It was hoped the informants would, consequently, feel more comfortable at the meeting. All interviewees have mentioned the time period and therefore, have agreed to give half an hour for each interview as they all were busy with their daily work. The location of the interview was also chosen by the participants, and therefore the interviews mostly conducted in the location of Dhaka, Chittagong and Cox's Bazar. The interviews were recorded and conducted between researcher and interviewees, and the semi-structure approach allows the researcher to pilot the conversation towards to the interesting topics or stop the interviewee degreasing. All interviewees were informed about the medium of study and research is in English, however, many interviewees have chosen to answer the questions in Bengali as it felt more comfortable to them.

This research has followed by non-probability sampling processes in which people from all professions have been selected randomly who involved and concerned about the tourism development in this environment. Saunders et al. (2009) stated that non-probability sampling is not based on chance; it is rather determined by some persons in which mainly personal judgment of the researcher has been used. The researcher has equally sampled from each group of the community such as policy makers, developers, entrepreneurs, teachers, business owners and students in order to gather perspectives from each group on the judgement of the researcher based on interviewees' experience, knowledge and involvement in tourism development.

3.3 Data Analysis and Ethical Consideration

A "Thematic" coding system was applied to organise the data collected into various groups. Veal, (2006, p. 68) argued that the analysis of qualitative data differs from the analysis of quantitative data because it can be more difficult to analyse data that is "descriptive in nature". Transcript of the each interview recording allows the researcher to distinguish the research themes of the conversations between interviewer and interviewees. The manual process for analysing this data was chosen as the favourite method for this research. This involved re-reading each interview transcript and then highlighting emergent themes within the text.

In addition, this research has given serious attention to ethical consideration as Veal (2006) has suggested that ethical consideration must always be taken into account when collecting research data but more so when dealing with people in the research process. Jennings (2001, p. 428) argued that "this ethical consideration protects the welfare and rights of participants in research" and researchers should exhibit the use of ethical reflection to show "integrity, respect for the person, beneficence and justice". Therefore, this research has

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informed all participants before the research conducted physically through email about a research topic, aim and objectives that will be carried out. But also offered a consent agreement to each participant along with the option of further research explanations, should they wish. Moreover, every interviewee has well informed the sole purpose of the interview recordings only for academic nature.

4. Findings and Analysis

4.1 Recent Tourism development in Cox's Bazar

The arguments of the interviewees revealed that tourism development in Cox's Bazar has significant benefits including infrastructures development, improvement of the accommodation facilities, employment development, and improvement of the security services and entertainment. A top positioned employee of Bangladesh Tourism Board has stated that "Tourism development in Cox's Bazar has significant benefits for local people as well as for the whole country as it is the capital tourist destination in Bangladesh. Therefore, numbers of master plans have been taken to develop tourism in Cox's Bazar". Moreover, these master plans of tourism development in Cox's Bazar further emphasised by another interviewee from Bangladesh Parjatan Corporation. The interviewee confirmed that recently a Masterplan for tourism development in Cox's Bazar has been developed. These include- "Under the Tourism Protected Area more than ten thousand acres of land designated as tourism protected area; Initiative has been taken to establish an Exclusive Tourist Zone at Sabrung under Cox's Bazar district; more than 300 hotels, motels are now in Cox's Bazar; private sector investment is coming up more and more". The arguments of these interviewees sustain by the arguments of Cooper et al (2005) and Ryan (2003) as both of them said tourism development improves the economic and physical condition of a developing country.

Comments of an academic did not ignore the process as it is still in the developing process. This interviewee has stated that "as a developing nation we are still in the developing process, though we have huge development in transformation facilities, accommodation facilities and entertainment facilities". The interviewee further added one of the important initiatives of tourism development has been taken by Government. This includes "Government has taken an action to make a sea belt which goes from Kuakata to Cox's Bazar across the seaside". In addition, local entrepreneurs argued that tourism development in this area is growing rapidly as both public and private investors are investing a lot of money for the tourism development in this area, especially, for infrastructure development, employment development, world class resorts and so more. The arguments of Robinson (1999), Cooper et al. (2005) and Anderneck et al. (2005) that have been discussed in literature review part also revealed that tourism in developing countries is a set of economic, physical and cultural development. The arguments of these scholars further emphasized by an employee who is involved in the industry for 14 years. This interviewee has pointed out that "involvement of the local people into the tourism industry through employment, especially employment of the youth male and female is the prime tourism development in this area". Furthermore, another interviewee from local people takes the attention of Ryan et al. (2011) theory that argued "cultural exchange between local people and tourists is an important benefit of tourism development" in a developing society. In contrast, the arguments of the interviewees from local community also did not ignore the noteworthy developments have been taken due to tourism development in this area. Among them, all interviewees have assumed that tourism development significantly improves the physical and economic condition of this environment. However, some interviewees from local community also include the terrible issues that take along due to tourism development in this geographical location.

4.2 Impact of Tourism Development

Although local people asserted that tourism development in Cox's Bazar has huge benefits but they also claimed that it creates some terrible effects in this area. Whilst tourism developers mostly argued the benefits that tourism developments take along, in which they often opposed some of the negatives arguments claimed by local people. Although many interviewees revealed the almost same result as tourism development in Cox's Bazar is the beneficiary. However, among them, some of the interviewees did not deny the terrible effects that tourism development created in this area. A senior positioned officer of Bangladesh Tourism Board argued that "of course tourism development in Cox's Bazar brings numerous benefits for the local people as well as for the country". This interviewee has reminded the argument of Cooper et al. (2005) - Tourism can preserve cultures, resurrect forgotten traditions and prevent cultural stagnation. Furthermore, the interviewee who directly involved within the tourism development in Cox's Bazar argued that "so far these developments did not bring any conflicts between tourism development and local people". He further mentioned that local people welcome tourists in this area as tourism is the main industry. Many respondents argued that tourism development in Cox's Bazar brings incredible benefits for the local people through creating huge employment opportunities, improving local infrastructures, giving the opportunity to exchange culture between hosts and guests, educational development and improve the overall living standard in this area. Sharpley & Telfer (2014) stated that tourism development in developing countries creates huge employment opportunities and improve the local infrastructure. Moreover, Cooper et al (2005) argued that tourism development in developing countries is a set of economic and physical development, which is absolutely right in terms of Cox's Bazar as the tourism developments significantly improve the economic, physical and cultural benefits. Interviewees from Bangladesh Tourism Board and Bangladesh Parjatan Corporation have strongly emphasised that tourism development in Cox's Bazar is tremendous as it has provided the opportunity to the local people to be benefitted by both economically and culturally.

However, the responses of local people showed that though tourism has benefits but still it could not be able to develop overall living standards due to low pay in the industry and seasonal business. Cooper et al. (2005) argued that tourism businesses are mostly seasonal, and thereby provide low pay compared to other industries. The payment in the industry and the other benefits in Cox's Bazar yet not satisfactory which is also claimed by Jafary (1989), stated that tourism industry has a bad spot as the tourism organisations pay very low compared to other industries. Therefore, tourism development yet did not bring a significant change in the overall living standard of the people in developing countries as it is proved by the arguments of many participants. A local student argued that "though tourism development has changed the life of local people but at the same time it throws away the local culture, especially Rakhayene culture (a tribe community) very much affected. Furthermore, due to tourism development, the Western culture of freedom of dressing and drinking are dramatically adopting to the local community which is a terrible problem in some stages for the young generation, further added by a government retired person".

Moreover, a Bangladesh Parjatan Corporation's official at Cox's Bazar stated that "I don't think so these developments bring any kind of conflicts because local people do not react as they are only concern about their jobs as tourism an important source of income in most of the family". However, the interviewee also did not disagree with some of the issues arisen due to tourism development in this area, asserted that "some religious issues come up due to tourism, especially increasing alcoholic beverages and adaptation of western culture". These arguments have taken the attention back to the argument of Greenwood (2004), assumed that most of the developing countries often pay no attention to the negative issues despite the fact the countries only look for economic benefits. Moreover, Beeton (2006) further added that

tourism can challenge existing values, social norms, traditions, and behaviour, religious views and these can lead to situations of conflicts, which is also supported by some interviewees. Among them, the local business owner has mentioned that “there is not seen any conflicts of interest but there are some legal compliances and religious issues have been noticed”.

On the other hand, an interviewee from a local government official has highlighted that “in fact, the government has an inclusive policy. We have not seen any extreme conflicts except some religious issues come up”. The argument of Robinson (1999) reverberated that for the majority of the time, it would seem that as long as tourism delivers the economic and social benefits it frequently promises, problems are often tolerated and some measure of conflict is accepted and that is what happen in Cox’s Bazar. The arguments of above interviewees have demanded further explanation. Both interviewees mentioned that tourism is one of the most important sources of the profession in this area, and therefore local people somehow are related to tourism which is providing economic benefits, thereby other issues often tolerated. The nature of the host population, the nature of the society and the necessity of the society also can be the factors that conflict often tolerated as it is argued by Prasad (1987). Author argument includes that the magnitude of the conflict depends on a number of factors such as the nature of the society, its flexibility or resilience on changing the size of the host population relative to the number of visitors, the degree of dependence of the society upon tourism, and the economic state of the society. Therefore, the arguments of the interviewees revealed that economic condition of local people forced often to tolerate other issues and therefore they often unnoticed the issues like socio-cultural conflicts. However, tolerance also has a limitation, therefore if the issues could not manage properly and not given a significant attention it may bring a dramatic cost for the industry.

4.3 Socio-Cultural Impacts

The argument of the tourism developers stated that culture is an important tool for tourism development in this area, Cox’s Bazar is a culturally rich city, and therefore multi-cultural people live here together. Bangladesh Tourism Board Officer has pointed that tourism development has tremendous cultural development as it gives the chance to the local people to exchange their culture with different people from different background. The theory of the cultural tourism shows that Culture is an identity of a nation as it is stated by Craik (1997. P. 6) “Customised excursions into other cultures and places to learn about their people’s lifestyle, heritage and arts in an informed way that genuinely represents those cultures and their historical context”. Furthermore, Yang et al. (2013) referred that culture plays an important role to develop tourism and the image of the nation. The argument of local tourism policy maker has revealed that “local people of Cox’s Bazar have a strong cultural background; in the meantime, due to tourism development they have chance to meet with other people from another part of the world which provides the opportunity to the both host and guest to share their own culture”. He further added that “most of the tourists are domestic tourists in this destination. Therefore, any big cultural conflict did not happen yet”. However, a university student from local community also suggested that the destination is becoming a popular tourist spot, the number of international tourists is increasing day by day, and therefore authority should take the initiative to establish Cox’s Bazar as a culturally vibrant destination. Moreover, the argument of the member of Bangladesh Parjatan Corporation also repeated that culture plays an important role in which local people more interested in sharing culture with other people, and therefore, local people celebrate cultural programme together and these facilities provide an opportunity to show their traditions, heritage and as well as to sell their local handicrafts to the visitors.

However, the argument of Robinson (1999) claimed different effects of tourism development in developing countries. Revealed that when tourism and culture come together,

it freely or forced create some cultural issues. In terms of Cox's Bazar, Tourism brings plenty of benefits but in the meantime, it also has an impact on local culture which is also supported by an interviewee from the local community. Stated that "Not yet seen many. But the Rakhayene community culture is being affected due to some kind of unplanned tourism development". Many interviewees have provided the same context as Rakhayene culture has affected by tourism development. An interviewee from academics has specified that "there is not seen any significant cultural conflict between host and guest, however, the issues only come up are the Westernization and consumption of alcoholic beverages". Hence, Diedrich & Garcia-Buades (2009) observed that in intercultural encounters an already complex situation is worsened by uncertainties, lack of awareness and/or the misunderstanding of cultural behavior standards of language or of relational dimensions such as confidentiality or status. Along with the relation of these writers' dispute, the argument of the member of Bangladesh Parjatan Corporation can be explored here, declared that "most of the tourists in this area are domestic tourists; therefore, misunderstanding or lack of awareness of culture is very low as tourists and host both have almost similar forms of cultural norms and views". Further asserted that Cox's Bazar is a safe location for tourists where local people are more hospitable and do more care about tourists than themselves. However, some interviewees from the local community have mentioned the impacts of culture. Arguments include that the destination is growing up to the global market; hence, Westernisation (freedom of dressing and drinking) is adopting day by day which has been taken the attention of many local people. Particularly, the adaptations of the dress code and increasing the use of alcoholic beverages perhaps have negative impacts towards local young generation. Therefore, many interviewees suggested that tourism developers must take into account of the issue of cultural conflicts.

On the other hand, Hashimoto (2002) also stated that socio-cultural costs include host cultural distraction and debasement, social instability, crimes, consumerism, change in the law and social order, commercialized host-tourist relationship and change in tradition value. The arguments of the interviewees showed that economic and infrastructural benefits are noteworthy in this area; as a result, local people have often sighted benefits and may often not bothered any negative issues. This has been cleared by the comment of a tourism expert. Argument includes that "people used to be involved with only one profession (fishing), now they have adequately several options. Due to tourism development in this area, people have more options for developing them which also have a positive impact to create a network with the global community". This argument also advocated by Diedrich & Garcia Bauds (2009), stated that in terms of modern 'Social Exchange Theory', when an individual perceives higher benefits than costs, they will have positive attitudes towards development. Therefore, the arguments of the interviewees clearly justified that local people very much involved and benefitted from tourism, thereby they often accept other issues.

4.4 Religious Impacts

The arguments of the tourism developers mentioned that though tourism development cannot influence the views and beliefs of local people; however, religion has an impact on tourism development due to certain activities are not allowed in Islam. Although, Vukonic (1996) assumed that religion is one the major elements of the development of human history and civilisation. It defines the ideas for life, which are reflected in the values and attitudes of societies and individuals. Moreover, Fam et al. (2004) stated that religion teaches people to be hospitable and kind to the guests. Among the interviewees, Bangladesh Tourism Board Officer argued that "the main focuses of this destination include natural attractions and local culture; therefore, religiously prohibited tourism products are not the main focus". Moreover, local tourism business owner has argued that "tourism does not impact on religious views and

values in this area. Therefore, all religious believers live and enjoy together such as Muslim, Hindu, Christen, and Buddhists.

However, availability of some popular tourism products such as alcohol, gambling, sunbath, casinos and so on are significant for developing a destination globally. The arguments of the local people revealed some of the religious issues take place due to tourism development including consumption of alcohol and dress up of the tourists. These arguments have also been supported by an interviewee who is particularly involved in the development process. Argument includes that “I don’t think so religion has a big impact in this area. However, it has some impacts on the use of alcohol, casinos, bars, and gambling. Therefore, we are making an exclusive zone which will not impact on the views and values of religious people”. The same statement has been contextualised by Bangladesh Parjatan Corporation Officer; noted that “we have to respect the religion at any cost. We promote tourism but we must respect religion as well. We are balancing that therefore, we have not seen any conflicts. The only issue comes up is consumption of alcohol. Therefore, we are creating an exclusive zone which will provide the facilities without affecting local community”.

Furthermore, the arguments of Zamani-Farahani & Musa (2012) and Zamani-Farahani & Henderson (2010) can be repeated here to make a notable discussion. The writers argued that the conflict is especially obvious in the case of non-Muslims tourists and residents Muslims, with considerable misunderstanding and a degree of mutual mistrust. An interviewee of local policy maker has mentioned that “most of the tourists in this area are domestic tourists, therefore, there is very low opportunity to misunderstand and/or mistrust between Muslims and non-Muslims people”. A tourism developer further added that “to some extent, it was seen some years back. Earlier local people were not aware of tourism. Nowadays they are not much aggressive as earlier period. Now local people are getting benefitted from the tourism industry, therefore, religion is not considered as a barrier in this area”. However, the concern of Westernization of freedom of dressing and drinking have taken the attention of local community as tourism development increases these two which have a significant effect on local young generations. A local resident who has recently been retired from government job argued that “we are scared due to the increase in the numbers of the pubs, bars and religiously prohibited tourism products which may destroy the young generation”. Therefore, the authority should take the initiative to avoid this kind of conflict.

To sum up, this paper has produced noteworthy information. The above arguments of the interviewees represent that tourism development in Cox’s Bazar has significant benefits. However, tourism development in this geographical location also takes along some terrible problems that taken the attention of all interviewees. These include an adaptation of the Western behaviour of freedom of drinking and dressing, eradication of the local culture and environmental pollution. To integrate and manage tourism development in this environment properly, tourism developers, policy makers, academics and entrepreneurs need to identify the issues and take proper initiatives. In that case, this paper will be of value to provide important insights to comprehend the understanding of the impacts of tourism development in a developing society, especially in Cox’s Bazar, Bangladesh.

5. Conclusion

The arguments involved in this discussion revealed that tourism development in developing countries significantly impacts due to territorial economic, physical, cultural, socio-cultural developments along. As a result, Tourism is considered as a machine of infrastructures development, earning foreign currencies, employment development, increase the local image, community development, improve the overall living standard, cultural exchange, and preservation of tradition and heritage. However, this development seems to be of noteworthy and more beneficiary if negative impacts that are identified in this paper can be minimised,

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such as cultural conflicts between different groups (hosts-guests, tourism industry-hosts, tourism-tourists, and hosts-hosts), socio-cultural and religious conflicts. The arguments of this paper showed that though tourism development in developing countries brings significant benefits for the nations, but many countries often ignore or tolerate the negative issues including cultural clash, socio-cultural impact, cultural pollution and religious conflicts for the economic force of sources.

This paper has successfully identified and analysed a bundle of benefits that take along due to tourism development in this region. This involved at providing numerous opportunities for local people to exchange their culture, tradition and heritage with different people from different background. Therefore, local people are very happy to have tourism development in this area; and because of it, they enjoy and celebrate festivals and events together with visitors. However, the study also explored some cultural conflicts have arisen due to tourism development in this territory such as the culture of Rakhayene community. Besides that, there is huge room for the future cultural clash between tourism organisation and local people as local young generation yet have a lack of tourism education which may be a barrier for them to be future leaders in tourism organisations.

There were numerous positive and negative socio-cultural impacts have been identified in the literature of this research. Positive socio-cultural impacts include cultural development and exchange, social change, improved image of the host community, improved public health, social and amenity improvements, education and conservation. In consequences, negative socio-cultural impacts include host cultural distraction and debasement, social instability, crimes, consumerism, change in the law and social order, commercialized host-tourist relationship and change in tradition value. Tourism development in Cox's Bazar has significant development on creating employment, improving living standard, increasing the image of the local community and developing local infrastructures. However, the findings also revealed that there are some negative socio-cultural impacts due to tourism development in Cox's Bazar in which environmental pollution, and losing cultural identity and traditions are significant negative socio-cultural conflicts in this area. It is notable that Cox's Bazar yet internally famous destination, thereby the socio-cultural effects still not significant. However, the destination is growing rapidly in which taking proper initiative is becoming more important than ever before.

In addition, the literature revealed that religion is a major element to develop human history and civilization. Religion teaches the people to be more hospitable and helpful to the guests. Religion attributes in the guise of history, events, festivals, and overall lifestyles. However, while certain regulations prohibit prostitution, gambling, and the consumption of alcoholic beverages in most Muslim countries, religion does not apply any significant influence on the operation of tourist-related activities. In the case of Cox's Bazar, many interviewees in this research have argued that tourism does not impact in their religious views and beliefs. However, certain common tourism products are not allowed in Islam, as a result, local people are scared of the use of these tourism products, especially, use of alcoholic beverages, westernization and gambling. This research has successfully achieved its aim and objectives in discussing and comprehending the understanding of the various conflicts and co-existences between tourism development and local community.

To integrate and manage tourism development in a developing society, especially in Cox's Bazar more efficiently, tourism developers, policy makers, practitioners, academic and entrepreneurs need to identify the issues arisen due to tourism development and should take proper initiatives to have a better tourism development in a developing society. Many interviewees have argued that making an exclusive tourist zone would be the best way to manage tourism development in this area without affecting the local community. Government officials who participated in this research also stated that government has already started

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developing an exclusive tourist zone. Therefore, government and tourism developers need to assure that this process goes smoothly and develop this facility as soon as possible. Furthermore, the involvement of local people in tourism planning and development, and proper regulation of unplanned tourism development can also be the best ways for future tourism development in this area. Besides that, creating awareness of the local people, educating them and involvement of the local people in the planning process can also be the best way for future tourism development in this geographical location.

Finally, this research has successfully achieved its aim and objectives in order to comprehend the understanding of the impacts of tourism development in a developing society with a particular reference to Cox's Bazar in Bangladesh. However, this research has partially investigated one particular destination of Bangladesh, and therefore further research can be done into other destinations of developing societies to have a better understanding of the impacts of tourism development in a developing society. Some of the interviewees preferred to conduct interviews in Bengali as Bengali is their mother tongue, thereby it felt more comfortable to them. Later, the researcher had to translate them into English in which researcher had to spend some extra time. However, this translation process did not have an impact on the actual data that have been collected. In addition, this research is an initial work on tourism development in Cox's Bazar, Bangladesh; therefore, future research can be done in a related subject, especially on the relation of host and guest, and visitors' perception towards tourism development in this region.

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