

The Economic Impact of Tourism on to the Community of Kuakata

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ABSTRACT

Tourism has been seasoned with continuous growth and concentrating diversification over the decades to become one of the fastest growing economic sectors within the world. Tourism plays a crucial economic movement in most countries around the world, also as the tourism industry has its direct and indirect economic impact. Moreover tourism features a diversified sort of economic impact on the community. The contribution of tourism to the community for economic well-being depends on the standard and, therefore, the revenues of the tourism offer. The purpose of this paper is to track down the economic impact of tourism on to the community of Kuakata, where one can see the sunrise and sunset from the same spot, the rarest characteristic within the planet only this type of opportunity is available in Japan. The paper is predicated primarily on secondary data sources like-articles, journals, websites of different tourism-related sources. It was being identified after reviewing the literature and acknowledging loopholes that if Kuakata is developed to its full potential, it's going to contribute to the livelihoods and socio-economic development of local communities and Bangladesh.

Keywords: Tourism, economic, impact, community, Kuakata, socio-economic, development, Bangladesh

INTRODUCTION

Tourism has been tested with continuous growth and concentrating diversification over the decades to become one of the fastest-growing economic sectors in the world. Current tourism trends are closely associated with further development and encompass a growing number of new and alternative destination. These growing demands have changed tourism into a key driver for socio-economic advancement.

Tourism plays an important economic movement in most countries around the world as well as the tourism industry has its direct and indirect economic impact. The business capacity of tourism equivalent, or even better that of oil exports, food products or automobiles in the present day. According to World Travel & Tourism Council (WTTC) annual Economic Impact Research, this is to be expected to rise by 3.0% in 2018 to 322,666,000 jobs and rise by 2.5% pa to 413,556,000 jobs in 2028 (11.6% of total). Thus tourism has become one of the major drivers in the international trade and business arena as well as

one of the main income sources for many developing countries. This growth is growing extensively with a increasing diversification and competition among destinations.

This ongoing globalized tourism trend has already created a significant impact mainly in modern and developed countries in terms of generating economic and employment benefits in much related areas-from manufacturing to agriculture or telecommunications.

Tourism has a diversified variety of economic impacts on the community. The contribution of tourism to the community for economic well-being depends on the quality and the revenues of the tourism offer. There is a significant tourist's contribution directly and indirectly to sales, profits, jobs, tax revenues, and income in an area. The most hand to hand outcomes occur within the primary tourism area -- such as lodging, restaurants, transportation, culture, sports and recreation, amusements, and logistic, retail trade. Besides this, tourism promotes cultural awareness, helps to preserve local culture and traditions, and protection of heritage sites. As a matter of facts, The World Tourism Organization (UNWTO) supports destinations in their sustainable location in ever more composite national and international markets. UNWTO is dedicated to tourism by providing expertise and support facilities to developing countries to gain benefit from sustainable tourism and acts to help make this a reality.

RATIONALE OF THE STUDY

The research outcome will be helpful for the concerned academic of the area, researchers, government policymakers, travel and tourism developers, investors, as well as other interested stakeholders. Finally, this research may bring out the difficulties which can be dispelling for a strong economy and overall development of Bangladesh.

THE OBJECTIVE OF THE STUDY

The objective of the study is to track down how the tourism industry can foster community development, spread and promote Bangladeshi cultural heritage, to bring social-economic development, ensure sustainable development, create employment opportunity, expand travel and tourism businesses, poverty alleviation, earn huge foreign exchange, contribute to national income, strengthen the economy and country and specifically to spot the role of Kuakata within the economic development of Bangladesh also on provide recommendations for the development of Kuakata.

LITERATURE REVIEW

According to the World Travel & Tourism Council's (WTTC) annual research into the economic impact and social importance of the sector, Travel & Tourism generated \$8.8 trillion and supported 319 million jobs across the world in 2018. This a clear indication of the strength of Travel & Tourism as a means for governments to originate prosperity while creating jobs that particularly support women, youth, and other, often marginalized sections of society. As a matter of fact, Travel & Tourism now accounts for one in five of all new jobs created worldwide and is predict to contribute 100 million new jobs worldwide over the coming ten years, accounting for 421 million jobs by 2029.

Tourism plays a vital role and helps a country directly in building essential infrastructures which not only facilitate the tourists but also the local community. According to Johannesburg Summit (2002), tourism not only open-up the development of different

relevant physical facilities and infrastructure for a destination country but also can be a great tool for poverty alleviation for the developing countries.

Roy and Roy (2015) argued that tourism could bring many economic, social, and environmental benefits, particularly in rural areas and developing countries, even though mass tourism is also linked with negative effects. He has also demonstrated that the variety of tourist spots, tourism policy can contribute to the economy.

According to Elena et al., (2012), tourism is one of the profitable sectors in Bangladesh. The major purpose of the policy is to develop Eco-tourism through the conservation of natural resources and promote the well-being of the community, preservation of cultural values of the local community, and their involvement and sharing benefits. Kabir et al., (2012) cited that the government of Bangladesh introduced an act of "Protected areas of tourism and special tourism zone."

Ali and Mobasher (2004) mentioned that Bangladesh is famous for scenic beauty from the ancient period. Foreign tourists praised this country for its wonderful natural beauty, rich cultural heritage, and hospitality of the people.

Jahangir (1998), Pennington and Thomsen, (2010) pointed out that Bangladesh's share in the total arrivals in the South Asian region is very small. In addition, Islam and Islam (2006) argued that Bangladesh is a country of Asian region holding high potentiality of attractive tourism destination and still at present, her position is insignificant in terms of international tourism. Masud (2015) revealed that Bangladesh has a positive trend in arrivals and earnings, and it can be enhanced to a considerable level if the country can carry out appropriate promotion measures by increasing the allocation for this purpose. The country also needs to employ resourceful people for this purpose, and the quality of the promotional materials also needs to be developed.

According to Sandip (2014), the development of the service industry would speed up our economic growth. The study developed some competitive strategies in the light of vision 2021 and therefore reached sustainable economic growth.

Redwan (2014) highlighted the importance of tourism in Bangladesh, along with its benefits in socio-economic development. The achievements from tourism are multidimensional, such as GDP contribution, employment generation, foreign currency earnings, infrastructure development, and creation of investment opportunities, poverty alleviation, government earnings, and cultural development.

There is not sufficient and required structural, social, political, and economic development in the tourism sector in Kuakata even though there is no lacking in the natural resources of the area. No planned action and policy were available here for beach development, facilitating and influencing all types of tourists (Rahman et al., 2015).

The government of Bangladesh has recognized the role of the tourism industry in national economic development. A tourism policy has been formulated to uphold this sector, and different organizations like Bangladesh Parjatan Corporation (National Tourism Organization), Bangladesh Tourism Board is in operation. Very recently Kuakata Master Plan has been formulated with an ambition to develop the area as a global standard tourist attraction. This plan has emphasized the development of infrastructures and tourist facilities without disturbing the natural beauty and local resources (Ministry of Housing and Public Works, 2014).

Bangladesh Tourism Vision 2020 includes a critical review of previous tourism plans and policies, together with a listing of steps, plans, and programs to achieve an estimated potential 1.3 million visitors by 2020, rather than the 0.5 million visitors predicted by UNWTO forecasted visitor trends.

The government of Bangladesh can take realistic initiatives to develop a service distribution system and long term plan to develop Kuakata as a dream destination. The tourist satisfaction level on tourism can affect future tours in that place (Hossain et al., 2015).

METHODOLOGY

Secondary information was used by the author to address the objectives during this study and was collected through document analysis. A thorough literature review has been conducted for this purpose. Various journals, periodicals, books, acts, regulations, Bangladesh Parjatan Corporation (BPC), policies of Bangladesh, World Tourism Organization (UNWTO), Travel and Tourism Council (WTTC), newspaper articles, websites, annual reports, and papers of various agencies were consulted carefully to obtain the reliable secondary data.

LIMITATIONS OF THE STUDY

The overall study was prepared primarily based on secondary information sources. It was difficult to gather relevant information as only a little literature, and sources related to the tourism and tourism industry have given little attention to Kuakata as a rare tourism destination.

IMPORTANCE OF TOURISM

Tourism brings numerous benefits and advantages to any host country or a community, but mostly it depends on its nature and how it is defined and structured. Tourism significantly contributes towards the complete growth and development of a country by bringing numerous economic value and benefits as well as helping in build a country's brand value, image, and identity. Oxford Economics and WTTC jointly produce annual research that shows Travel and Tourism to be one of the world's largest sectors, supporting over 307 million jobs and generating 10.4% of global GDP in 2017. According to WTTC report the direct contribution of Travel & Tourism to GDP of Bangladesh was BDT421.4bn (USD5.3bn), 2.2% of total GDP in 2016 and is forecast to rise by 6.2% in 2017 and to rise by 6.1% pa, from 2017-2027 to BDT 806.6bn (USD10.2bn), 2.1% of total GDP in 2027.

The tourism industry not only plays as a growth driver for a country but also for the economy and social progress. Tourism has evident impacts on several industries directly, and much more indirectly through tourism spends. Hence, tourism plays an important role in a country, for a community, for the society, for the economy, for growth and development, nature and environment, and the world.

Moreover, tourism helps in understanding the cultural diversity, geographical, and historical facts of different region and community. Thus tourism plays a major role in the social, cultural, economic, and environmental development of a nation.

TOURISM INDUSTRY

Tourism Industry is a multifaceted industry that comprehends a wide range of businesses, organizations, and government agencies. They collectively work at different levels to deliver different tourism products and packages. They contribute at all levels as vice-versa from initial destination marketing through to the ground level to ensure the overall holiday experience of the customer.

Tourism Industry is also classified as a tertiary industry that provides service for a charge. There are four characteristics of tourism, and these are intangibility, perishability, inseparability, and heterogeneity that are in contrast to those of physical products that are produced, stored, later sold, and still later consumed. Tourism industry is well known and distinguished with a combination of different activities and services that offer transportation, accommodation, food, shopping, attractions, and entertainment and hospitality services to travelers. All these mooted activities can increase the economic development process by creating jobs, developing infrastructure and entrepreneurial skills, improving the balance of payments, earning foreign exchanges, and export revenues.

TYPES OF THE TOURISM INDUSTRY

It has been unveiled that the concept of tourism immersed in the form of religious traveler historically, but the concept has come a long way today. At present, the activity has been classified into various types with continuous developments. As a result, new tourism infrastructure, immersing competition in the sector, several new ideas of promoting tourism are coming up. Today, the tourism industry intends to provide the needs and preferences of tourists of all types. Therefore, the tourism industry has been bringing forward countless types of options for travelers.

Generally, one may differentiate three types of tourism

- i) **Domestic Tourism:** Domestic tourism is the tourism of local travelers and visitors within the economic region of the country. According to UNWTO, domestic tourism comprises of diverse activities of residents of a specified country traveling to and staying in places inside their residential country, but outside their usual environment for not more than 12 consecutive months for leisure, business or other purposes.
- ii) **Inbound Tourism:** Inbound tourism referring to the traveler and visitors from a foreign country coming into the host country. According to the UNWTO the inbound tourism is the activities of the visitor traveling to a place outside the usual environment for not more than one consecutive year and not less than 24 hours. The travel is for leisure, business and not for permanent work and making money.
- iii) **Outbound Tourism:** Outbound Tourism mainly refers to traveling to a foreign country by the residential citizen leisure, business, sports and recreation, academic, medical, and health or other purposes. According to UNWTO, outbound tourism encompasses the activities of residents of a given country traveling to and staying in places outside their country of residence and outside their usual environment for not more than 12 consecutive months for leisure, business, and other purposes.

Several forms of tourism may be distinguished based on the following criteria

Cultural Tourism: Cultural Tourism is the division of tourism concerned with a traveler's engagement with a country or region's culture; mainly, it focuses on the lifestyle of the host community, their history, their art and heritage, their religion, and the other elements that help to shape their life.

Religious Tourism: Religious Tourism referred to as faith tourism. It is a kind of tourism where religious travelers travel individually or in a group for pilgrimage or leisure (fellowship) purposes.

Historical Tourism: It focuses on visiting historically significant places like museums, monuments, archaeological areas, heritage site, and suchlike.

Ethnic Tourism: Ethnic Tourism is concerned with visiting different indigenous communities and native people of the places.

Nature Tourism: Nature Tourism referred to as responsible travel to natural places, which conserves the environment and improves the welfare of the local community. Nature Tourism is based on the natural attractions of a specific area, where experiential tourists are fascinated in a diversity of natural and cultural resources.

Adventure Tourism: Adventure Tourism referred to the traveler involving exploration of travel with a certain degree of risk, and it may also require special skills and physical exertion. *Adventure Travel Trade Association* defines Adventure Tourism as a tourist activity that includes physical activity, a cultural exchange, or activities in nature. Besides adventure, tourists may have the motivation to achieve physical or mental states stepping outside their comfort zone.

Village Tourism: Villages are exclusively developed for tourists who want to explore or enjoy the magnificent experience of the local's lifestyle. Villages are selected as a model village, and few guest rooms and kitchen are developed without disturbing the village environment. Apart from lodging and the beauty of nature, these villages also have amusing and exciting traditional and cultural activities to keep visitors busy during their stay.

Urban Tourism: Urban tourism focuses on the urban area, which is being considered urban tourist destinations such as capital cities, industrial cities, seaside resorts, cultural cities, and historic cities.

Agritourism: Tourism in which tourists stay in accommodation on agricultural areas to see farms and often to participate in farm activities and may have the opportunity to help with farm work as animal and crop care, cooking and cleaning, handicrafts, and entertainments.

Wilderness and Forest Tourism: Basically, in wilderness and forest tourism, tourists travel to the natural surroundings of plants and animals. Tourists always fancy visiting primitive wild lands to observe wildlife and natural wonders to explore the wilderness and natural beauty of the area. They want to get a new experience of life by trekking, mountaineering, exploration, and camping activities in the wild.

Green Tourism: Green Tourism is Sustainable Tourism that refers to tourism in the countryside or natural vegetation, which is environmentally-friendly tourism that

cherishes, not destroys. Green Tourism considered being more environmentally friendly than traditional mass tourism.

Eco-Tourism: Ecotourism usually involves the tourists travel to destinations where flora, fauna, and cultural heritage are the primary attractions. This type of tourism is the need of a recent era and is organized in a natural environment, and the tourists observe man-nature relationships. Ecotourism is anticipated to offer tourists clear-sightedness into the impact of human beings on the environment and to support a greater appreciation of our natural surroundings.

Sustainable Tourism: Due to the Climate Change issue and the rise of environmental awareness around the world, people are becoming conscious of the impact and pollution they cause on the planet. People are now voluntarily calling the senses of responsibility and sustainability in every daily activity. Sustainable tourism refers to tourism, which meets the needs of tourists, the tourism industry as well as host communities today without compromising the ability of future generations to meet their own needs.

Recreational Tourism: Recreational Tourism means recreational activities done by travelers who travel to relax and have fun, and this includes participating in a sport or cultural event as a spectator. The driving force of recreational tourism is to get relief from stress, the creation of well-being, the restoration of one's working capacity, the preservation, and improvement of one's health.

Medical Tourism: Medical Tourism appertains to people traveling from one place to another place, across the international border to receive medical treatment.

Mass Tourism: Mass Tourism is an organized form of large-scale tourism, in which travel, accommodation, and meals are booked and paid for in advance. It is the most recent phenomenon of modern tourism which is emerged along with the concept of paid holiday.

Conference Tourism: Conference Tourism refers to the activity that makes people visit different places and countries for conferences, conventions, trade shows and exhibitions, incentive events, corporate meetings, and any other meetings where attendees conduct business, share ideas, or learn and which are organized by big business-homes, multi-national companies, government agencies.

Food Tourism: Food experience determines the travel's satisfaction level toward destinations. Food Tourism or Culinary Tourism is simply a matter of traveling beyond one's immediate neighborhood to find exclusive foods. Food Tourism doesn't exclusively refer to eating only vegetable farms, food markets, food festivals, tasting sessions, and so on are all the destinations, and events travelers would like to visit and give it a try, providing an opportunity to create a unique experience.

Experiential Tourism: With the growing trend of new travel destination, experiential tourism is a result of an increasingly popular type of travel where travelers desire to learn and understand something new and different by submerging themselves into a historical and cultural context. Experiential Tourism connects the traveler with the essence of a place and its people. It engages travelers in a series of memorable travel adventures and makes connections on an emotional, physical, spiritual, or intellectual level.

OTHER BUSINESS OPPORTUNITIES

The direct impacts of tourism refer to the expenditure of tourists on goods and services in a host region. Besides, a variety of dynamic activities happens like a chain reaction through businesses that provide goods and services to tourists, then make purchases from other businesses. Consequently, this quantifies the supply chain impact for each sector, i.e., also called inter-industry linkages, for example, craft vendors, fruit vendors, beach vendors, chair rentals, and many others. Moreover, there are many other business opportunities which can involve previously disadvantage community directly. Tourism also offers direct benefits through hotels and catering businesses where many jobs do not require technical knowledge and skills such as kitchen assistants, luggage attendants, lift attendants, security guards, cleaners and laundry assistants, etc.

ECONOMIC IMPACT OF TOURISM

Tourism is significant and has a variety of economic impacts in a region. Tourism is an engine of economic development with a particular focus at the regional level, but whereby national impact is also significant (Jackson et al., 2005). Tourists and travelers contribute directly and indirectly to sales, profits, jobs, tax revenues, and income in an area. The most direct effects take place within the primary tourism sectors, like hospitality, hotel, resort, home stays, restaurants, street vendors, travel and transportation, tour operators, civil aviation, amusements, and retail trade. Through secondary effects, tourism affects most sectors of the economy. Economic impact analysis of tourism activity focuses primarily on changes in sales, income, and employment resulting from a region's tourism activity.

Tourism's economic benefits are publicized by a variety of reasons for the industry, such as the economic importance of tourism, giving the industry greater respect among the business community, the public and private sectors, and the public in general. And this often renders decisions or public policies that are conducive to tourism. Community involvement is pivotal for tourism enhancement, as it is an activity that affects the entire community of a region. Tourism businesses depend heavily on primary and secondary tourism sectors as well as on other businesses, government, and residents of the local community.

- i) **Income Opportunity Creation:** Tourism has become an important sector that has a direct, indirect, and induced impact on the development of a country's economy. Most importantly, the regional economy is often largely divergent between places as well as the borders based on the structure of the sector and its other connected tourism activities. The major advantages of tourism are income generation and job creation, and these are the most crucial sources of economic development in many regions and countries. To gain benefit from tourism, the national economy depends on the availability of investment to develop the necessary infrastructure of the related sectors and its ability to supply the needs of tourists.
- ii) **Employment Opening:** As per the UNWTO report, tourism is a driving force of job growth and economic prosperity, accounting for 1 in 10 jobs worldwide and delivering 1 in 5 of all new jobs created in 2017. Tourism is highly labor intensive and a major source of employment. It is among the world's top contrivers of jobs requiring alterative degrees of skills and allows for quick access into the workforce for youth, women and migrant workers. Tourism activities generate employment through several of sources, for example, employment by hotels, restaurants, airlines, travel agencies, tourism information offices, museums, religious sites, monuments, cruise lines, resorts,

farmhouses, bed and breakfast inn, guest houses, theme parks, shopping outlets, crafts and souvenirs, photography, sightseeing tours, guides, chefs and scouts, customize transportation service such as aircraft, private transport facilities, etc.

- iii) Source of Foreign Exchange Earnings:** Foreign Exchange Earnings from tourism offers to the receipts of the country as a result of utilization expenditure, i.e., payments made for goods and services attained, by foreign visitors in the economy out of the foreign currency brought by them. The tourism sector earns the gross revenue and foreign exchange earnings, which play a significant role in the economic development of a country. As tourism is one of the productive businesses, it provides goods and services to visitors and increases the foreign exchange earnings-generating employment opportunities. Tourism not only contributes to economic growth through multiplier effects but also yields the foreign currency required for major investment, which is used to import much needed modern amenities, appliances, technology, equipment, and management expertise.
- iv) Tax Earnings:** Tourism has become a major source of earnings, especially for developing countries that do not have a competitive advantage in a particular industry. Tourism activities increase the tax-revenue as many types of taxes are included in tourist-related goods and services. All tourism-related earnings increase many economic activities in the countries, and these economic activities are a big source of taxable earnings for the governments.
- v) Infrastructure Development:** The community of a particular region and the tourists visiting that region has a significant effect on the tourism infrastructure development that ultimately leads to tourism development. Development about a place is depended on the need of the visitors where they use a range of facilities relying on the priority. The required and necessary facilities that need to be implemented can be identified through proper analysis of the opportunities. These generally include communications and public transportation facilities, healthcare facilities, water and electricity management facilities, waste management facilities, recreational facilities, safety services, etc. Accessibility to the mentioned facilities is the key factor in creating the impression among tourists. The development of a destination for tourism can also help in boosting the economy of the region and the local community.
- vi) Regional Development:** Tourism is a sector that has positive effects on regional development that can generate wide-ranging economic growth by creating a new dynamic. It is an important development tool that brings economic, social, and political development in the region. Tourism development in the underdeveloped areas not only enables visible development of the periphery but also help to retain the population in their native place. Therefore infrastructure is improved as well as all other activities which contribute to the prosperity of the region and a country.
- vii) Contribution to the National Income:** Tourism has become a vital sector for developed or developing countries. The key benefits of the tourism sector are income creation and generation of jobs. The activity of tourism is regarded as very crucial as production regarding the economic and social aspects in many countries. Tourism plays a pivotal role in being a major catalyst for the economic growth of a region, and this, it is a major sector at the macro-economic level.
- viii) Investment Opportunity:** The World Tourism industry is booming and showing hyper-growth. New markets being introduced regularly, and at the moment, the

industry is a multi-billion income-generating industry that sustains over 588 billion jobs around the world. Investing in the tourism industry with such a peak will expose one's business to the global business community and with the complement of corporate brand value.

- ix) **Poverty Elevation:** Tourism regards as an effective source of wider economic growth; therefore, it contributes as a potential source of poverty elevation. The major source of poverty alleviation is through the creation of permanent jobs, and the creation of tourism jobs could be attained by increasing tourism demand. Strategies, policies, regulations are the foundation for sustainable tourism development, poverty elevation, the standard of living, and economic development.
- x) **Expansion in Literacy and Education:** The key outcome of tourism growth is new job creation and increased employment opportunity. Therefore industry needs skilled and educated professionals. To meet the demand, different public-private establishment introduces different educational and training organizations, such as travel, tourism, and hospitality management institutes, food and beverage craft institutes, interior and fashion designing institutes, colleges and universities with tourism-related courses. Besides, the expansion of tourism makes the host community attracted towards visiting people's languages, cultures, and lifestyle. Hence it helps them to broader their mental attitude.
- xi) **Standard of Living:** Tourism activities create income for the majority of the local community of the region; therefore, it has a direct impact in terms of improvement in their standard of living. The contribution of tourism to local communities in terms of offering new and better jobs, business, and investment opportunities. As tourism generates potential growth and numerous economic benefits, increase in the standard of living of the people.

ECONOMIC IMPACT OF TOURISM IN BANGLADESH

Tourism helps a country directly in building basic and essential physical infrastructures not only to facilitate the tourists but also the local community. Additionally, tourism can be a useful tool for poverty alleviation for the developing countries. According to WTO (2002) report, it can also produce long term earnings opportunity, cultural pride, and sense of ownership, reduced vulnerability through diversification and the development of personal skills of the poor. As the tourism industry is one of the world's largest economic sectors, it creates jobs, drives exports, and generates revenue.

Bangladesh is eyeing to be a developed country by the year 2041. The country continues to express its ambition to join the middle-income country group by 2021, though this status has already been achieved. Bangladesh has already proved be competitive in the international market in many sectors. There are notable industrial development seen in the last decade and expected to start in the coming future, too, that will directly contribute to the economy.

It is expected that the tourism industry will play a vital role in the Bangladesh economy. Therefore, the capability of the national economy to benefit from tourism is depends on the accessibility of investment to develop the necessary infrastructure and on its ability to supply the demands of tourists. According to the prediction of WTTC, the travel and tourism industry in Bangladesh will directly generate 2 million jobs and support an overall total of 4 million jobs, or 4.2 percent of the country's total employment by 2023.

KUAKATA

Kuakata is locally known as 'Sagor Konnya' (Daughter of the Sea) and is located on the southernmost tip of Bangladesh within the Patuakhali district. It's about 70 Kilometers from the Patuakhali district headquarters and about 320 Kilometers south of the capital city, Dhaka. Kuakata is an in-depth sandy beach from where one can see both the sunrise and sunset from the same spot. This is often one of the rarest characteristic of Kuakata and within the world; this sort of opportunity is merely present in Japan. The sandy beach of Kuakata is about 30 km long and 6 km wide. The name Kuakata derived from the word 'Kua'-the Bengali word for "Well" which was dug on the seashore by the first Rakhine settlers in quest of collecting drinking water, who landed on Kuakata coast within the eighteenth century after being expelled from Arakan (Myanmar) by the Mughals. Afterward, it's become a practice of digging well within the locality of Rakhine tribes for the drinking water. The long strip of dark, marbled sand spreads sandy beach has gentle slopes into the Bay of Bengal, a typical natural setting for about 30 km. Kuakata is additionally a sanctuary for migratory winter birds. Kuakata is a sacred pilgrimage for both Hindu and Buddhist communities. Innumerable religious devotees and native tourists arrive here at the festival of 'Rush Purnima' and 'Maghi Purnima'. The devotees take holy bath at the bay and take part within the traditional fairs twice. Besides, there's also 100 years old Buddhist Temple where one among the most important statues of Buddha in South Asia and two wells of about 200 years old is located. Kuakata Sea Beach is that the 2nd largest sea beach within Bangladesh after Cox's Bazar Sea beach.

Major Tourism Sites in Kuakata

Kuakata Sea Beach: The long and wide sandy beach at Kuakata features a distinctive natural setting, and has moderate slopes into the Bay of Bengal. Kuakata is a virgin beach, a beach of the blue bay. Forest within the shoreline, boats with colorful sails, fishing, towering cliffs, surfing waves within the Bay of Bengal, everything here touches and a feast for the attention.

Gangamati Reserved Forest: Gangamati Reserved Forest is an evergreen mangrove forest located on the eastern end of the beach of Kuakata. The Gangamati Reserved Forest is an additional part of the Sundarban forest. Gangamoti Reserved Forest protects the coast of Kuakata against tidal surges. The forest provides a chance for the visitors to experience a little mangrove forest.

Rakhine Polli: Rakhine community has nearly 200 years old tradition in Kuakata. The most important Buddhist temple of Bangladesh is located 10 km away from the Rakhine Polli. The meditated idol of Gautam Buddha, which is 36 feet high and weight is approximately 1500 kg, and it's known that the sweetness of the temple was followed by Chinese Architecture. The people of the Rakhine community, stranded in Arakan State, migrated to the ocean under the leadership of their King Mong then settled themselves in Chittagong and later within the forests of Patuakhali district and built their habitat in their tradition and culture.

Sima Mondir: This Buddhist Temple is regarded as the holiest and oldest monastery of the Buddhist community of the region. There is an enormous statue of Gautam Buddha in this temple and is recognized as the second-largest embodiment of Gautam Buddha in South Asia. The people of the Rakhine community regard it as a God and worship it.

Fatrar Char: This small island is situated on the west side of the Kuakata beach. Fatrar Char is a beautiful mangrove forest, a part of Sundarbans having the existence of various mangrove trees.

Ras Mela: Ras Mela is a 150-year-old festival and, therefore, the most important festival of the Manipuri community. It is also being practiced by the Hindu community at different places on the night of the full moon in Kartik-Agrahayan (Bengali calendar months) at Kamalganj in Maulvi Bazar, at Dublar Char within the Sundarbans and on the Kuakata beach in Patuakhali. The festival was named after the spiritual Rasalila (love-play) of Radha and Krishna (Hindu God and goddess) at Vrindavan. Devotees take a shower within the sea with hope to cleanse of their sins on the occasion of Ras Purnima, and prayers are offered at the sea beach during sunrise.

ECONOMIC IMPACT OF TOURISM IN KUAKATA

The impact of tourism in economic terms would require detailed information concerning tourist expenditures, prices, tax revenues, and expenditures by other sectors of the economy, prices for tourism and non-tourism products, patterns of arrivals then on. There is a variety of economic impacts of tourism. Tourism activities change in sales, income, and employment in a region. These effects are distinguished in direct, indirect, and induced. The total economic impact is the sum of all direct, indirect, and induced effects. The effects that are caused by the immediate effect of changes in tourist expenditure are called the direct effect. Due to the complexity related to assessing the economic effects of tourism, there continues to be considerable debate and conflicting evidence. Strong advocates of tourism argue persuasively for significant benefits to economies, particularly in developing countries like Bangladesh. Global tourism and travel will produce its contribution to GDP (already over 10 percent) by a projected 3.8 percent per annum from 2015 to 2025. As populations' age and incomes upturn in many countries, and transportation costs remain low, coastal and, ocean locations will become even more engaging tourist destinations. Recent developments disclosed that marine tourism will grow at a faster rate than international tourism as an entire (OECD 2016). This trend is also predicted in Bangladesh, where investment within the tourism sector is estimated to grow at a projected 9.3 percent per annum from 2018 to 2027. International visitors during this period are expected to extend by 7.6 percent per annum, driving growth in total tourism GDP of 7.1 percent per annum and employed by 1.8 percent per year (WTTC 2017). Hussain et al. (2017a) mentioned that potential locations for coastal and ocean tourism are identified at Patenga Sea Beach, Cox's Bazar Sea Beach, Himsory and Inani Sea Beaches, St. Martin's Island, Moheshkhali Island, the Sundarbans Mangrove Forests, Kuakata Sea Beach, and Bhola and Monpura Islands.

ANALYSIS

Different sources of secondary information were used for the study like-articles, journals, periodicals, books, acts, regulations, Bangladesh Parjatan Corporation (BPC), policies of Bangladesh, World Tourism Organization (UNWTO), Travel and Tourism Council (WTTC), newspaper articles, websites, annual reports, and papers of various agencies. The tourism sector is one of the fastest-growing industries of within the World. It acts as a strong instrument for the economic process. Tourism may be a promising sector in Bangladesh having many and diverse natural, geographical, historical, and cultural heritage assets. It's a growing sector with an increasing contribution to GDP. The expansion of the tourism

sector has resulted in employed generation, exchange earnings, expansion of infrastructure facilities, capital investment, and socio-economic growth than on. The economic stability of a country plays a significant role within the development of other sectors within that country. One of the chief reasons that governments support and promote tourism throughout the world is that it has a positive impact on economic growth and development (Ivanov & Webster 2006). Economic impact studies in travel and tourism are taken to determine the effects of specific activities in a given geographic location on the income, wealth, and rate of employment in such locations' residents. The results should indicate the contribution of tourism activity to the economic well-being of residents of the area studied, usually in monetary terms (Wiley & Sons 1994). The UNWTO has developed several programs to boost and promote tourism as a crucial tool for the economic process and for attracting foreign direct investments into host countries also as stimulating employment. It's important that the government in developing countries introducing effective policies to market tourism. They ought to liaise with local communities to realize this aim. The participation of local communities within the event of tourism strategies ensures there is a coordination of ideas, especially about issues like environmental protection and revenue distribution. The local communities understand their ecosystem better, and their views should be incorporated altogether issues affecting tourism in their communities. There's also a requirement for the event of regional tourism in developing countries so that the market doesn't only depend on the specific tourist market.

DISCUSSION AND RECOMMENDATION

Bangladesh is documented for natural beauty, warm-welcoming people, archeological sites, and rich historical background. The country offers a good sort of tourist attractions and the world's biggest mangrove forest, and the world's longest unbroken sea beach given it the added advantage of being the simplest venture for multi-destination tourism. Tourists arriving in Bangladesh are swelling in numbers since 2000. Not only the international visitors but also the locals are taking their holidays– traveling within the country and visiting places like Cox's Bazaar, Teknaf, the Sundarbans, Kuakata, Paharpur, and Tetulia, etc. There are many tourism attractions in Bangladesh to satisfy the demands of the tourists. Sundarbans- single largest mangrove forest, a UNESCO recognized world heritage site is situated in the southwest part of Bangladesh. Royal Bengal Tiger, the world's biggest cat is found in this inescapable tourism destination. Aside from the tigers, the forest treasures different species of plants, reptiles, birds, and mammals.

People live in and around the Sundarban by the adulthood traditions of untamed hunt collection and fishing with otters. And yes, there's bone baby, the forest goddess protecting everyone from evils. The annual fair of 'Rash Purnima' within the 'Dublar Char' is yet one more attraction. But another place– Bagerhat, is additionally referred to as the Masque City, built by Khan Jahan Ali within the 15th century. The "Shat Gambuj Masque" a UNESCO World Heritage site is one among the reminders of the once affluent city of Bagerhat. The northwest a part of Bangladesh embodies the increase and fall of Hinduism, Buddhism, and Islam through changing eras. Mahastanghar is an old fortress city where Buddha had visited, which was said by Buddha later. The traditional Buddhist monastery in Paharpur is the biggest within the south of the Hindu layers. The architecture of Paharpur has been declared as the UNESCO World Heritage site.

Besides the potential advantage of being a recognized tourism destination, Bangladesh has not been making big progress in tourism. It's time for Bangladesh to rethink and is available

up with a national tourism strategy that specializes in sustainable development goals. Tourism is now one of the world's largest industries and one of its fastest-growing economic sectors. For several countries, tourism is seen as the main instrument for regional development because it encourages new economic activities. Tourism may have a positive economic impact on the balance of payments, on employment, gross income and production. Still it's getting to even have negative effects, particularly on the environment. Unplanned and uncontrolled tourism growth may end in such a deterioration of the environment that tourist growth is usually compromised. The environment, being the most source of the tourist products, should, therefore, be protected so on possess further growth of tourism and economic development within the longer term. This is often very true about tourism supported natural environment also as on historical-cultural heritage.

Having all the potentiality and possibility like vast untapped eco-friendly tourism, health tourism, backwater tourism, heritage tourism, and pilgrimage tourism; Kuakata can become one among a serious tourism contributor within the economic prosperity of Bangladesh. If the acknowledged loopholes like a well defined national tourism plan and policies of Government of Bangladesh, a well defined regional tourism plan and policies, lack of experience in preparation of tourism plans, lack of precise tourism infrastructure, lack of Coastal Area Regulation Zone, lack of quality in the channel of communication and connectivity, present restrictive airline policy, inadequate recreation facility, absence of professional tourism authority, lack of adequate and skilled human resources in the field, lack of coordination in between local area government organizations and agencies, lack of coordination in between public and private tourism service provider, lack of community involvement in tourism, lack of coordination in between local stakeholders, absence of recognized international travel and tourism companies and non-existence of tourism contingency plan are to be revert and taken care. If Kuakata is developed to its full potential, it's going to contribute to the livelihoods and socio-economic development of local communities also. The government and appropriate authority should focus more on highlighting Kuakata as a unique tourist destination to both local and foreign tourist markets. Through the process Kuakata can also bring in a direct impact on poverty mitigation of the region, development of rural livelihood, adequate education and training facility, protection of indigenous rights and resources, peace and happiness among the public, promotion of local cuisine, protection of indigenous rights and resources, promotion of indigenous culture and heritage, conservation of the environment, and increase in GDP.

Same time the government has to be well concerned about the uncontrolled and unsystematic growth of tourism will cause troubles of pollution, environmental and ecological hazards and, cultural degradation. Over highlighting on tourism may cause an economic recession in periods of adversity, losing competitiveness to other countries.

CONCLUSION

The tourism sector is one of the fastest-growing service sectors within the world. It acts as a robust instrument for the economic process. For several countries, tourism is seen as one of the major instrument for regional development because it stimulates new economic activities. Tourism has a positive economic impact on the balance of payments, employment generation, exchange earnings, expansion of infrastructure facilities, capital investment, socio-economic growth, increasing within the contribution to GDP than on. The industry also generates valuable spin-off benefits by developing infrastructure that can be used, and by boosting investments in other industries. The economic impact of tourism can make the

population's life lot easier if we consider touristic incomes. By creating jobs, tourism generates income and as a result, the local standard of living is often raised. Another feature could also be a requisite labor demand, which helps in reducing unemployment. It can solve economic problems and stimulate the expansion of other economic sectors, but it's also may have negative effects as well, particularly on the environment. Unplanned and uncontrolled tourism growth may result in such deterioration that the tourist growth is often compromised. The environment, being the major source of the tourist products, should, therefore, be protected to possess further growth of tourism and economic development in the future. And this is often very true concerning to tourism supported natural environment and also as on historical-cultural heritage.

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