



The Role and Impact of Mass Tourism: A Study on the Mass Tourist Spots at Dhaka, Sylhet and Cox's Bazar, Bangladesh.

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Abstract

The term "mass tourism" is popular right now. As tourism becomes more and more popular, a great majority of people choose to travel to some popular location, which is known as mass tourism. It is the most popular type of tourism because it is the most affordable and comes with a package. Finding the effects of mass tourism on the natural environment of Bangladesh and tourist destinations is the primary goal of this paper.

The term "mass tourism" refers to two basic characteristics: (a) the involvement of enormous numbers of people in tourism; and (b) the standardization, rigid packaging, and inflexibility of the vacation. During the coming ten years, it's anticipated that both the number of foreign visitors and the phenomena of mass tourism would increase. Tourism's advantages and disadvantages might be assessed at the national, regional, or local levels. A social cost-benefit analysis is the best course of action in every situation. Such a strategy takes into account both paid and unpaid benefits, costs, and side effects. The creation of revenue and jobs is one of mass tourism's main advantages.

The definition of mass tourism is highlighted in the paper's introduction. We listed a few primary aims as well as some secondary purposes in the objective sections. Through the application of Semi-structured face-to-face interviews and telephone interviews which are were conducted with various employee of hotel analyzes this study to get the ultimate role of mass tourism and the development of popular destination in Bangladesh. We highlighted the researchers' earlier results about mass tourism in the literature review. We used qualitative data to conduct this research report. In the analysis section, we discussed some popular tourist destinations in Bangladesh, the financial effects of mass tourism, its effects on the gross domestic product, some unfavorable aspects of mass tourism, economic, social, environmental aspects and a profound SWOT analysis of mass tourism. Mainly tourism destinations in Bangladesh need proper guidelines and management to standardize the destination toward mass tourism. Finally, we offer a few suggestions for boosting mass tourism in Bangladesh.

Keywords: Mass tourism, pandemic, leisure, Standardization.

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I. Introduction:

Tourism is one of the most crucial and promising human phenomena. Tourism refers to traveling places outside of one's home for personal enjoyment, serenity, and satisfaction. Only a few years ago, traveling was a priority just for the wealthy and ambitious people. However, with today's high quality of living and ease of access to any tourist spot, most people all over the world engage in tourism. Bangladesh is one of the countries that has qualified to transition from the status of Least Developed Country (LDC) to that of a developing nation. As a result, a growing percentage of its population participates in tourism. Without a doubt, the majority of these people participate in mass tourism.

Mass tourism can define tourism where many people travel to renowned destinations to explore, relax, and spend quality time. The majority of people in developing countries where tourism is relatively new are involved in mass tourism. Mass tourism destinations generally have adequate accommodation, food and beverage, and transportation facilities for the visitors. People often participate in mass tourism since it is

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convenient, inexpensive, and simple to obtain a ready-made package from any tour operator or travel agency. People who engage in mass tourism usually do so for a short amount of time with the sole intention of having fun. The majority of a country's tourism revenue comes from mass tourism. In 2020 the tourism sector generated \$447.4 billion in revenue and mass tourism forecasting for most of it.

Despite the fact that the entire world is currently experiencing a pandemic, travel to some areas of the world is banned, and visits to other parts of the world are limited to a specific amount, mass tourist locations continue to remain popular with the majority of people all over the world. Especially in developing countries like Bangladesh, whenever people have the option to travel during the pandemic, they choose the areas where the majority of people go, stay, and enjoy leisure, resulting in mass tourism.

For many countries, mass tourism is a significant source of employment, but it also poses a threat to the environment, culture, and society. Therefore mass tourism, which is intended to be promoted to huge numbers of travelers, provides little opportunities for interaction and communication between visitors and hosts.

Objectives of the study:

Board objective: Board objective is to know the role and effects of mass tourism and the challenges of mass tourism.

Specific objectives:

- To assess the impact of tourism on Bangladesh's economy.
- To look into how tourism affects Bangladesh's GDP and employment prospects.
- To evaluate Bangladesh's tourism industry (strengths, possibilities, weaknesses, and challenges).
- To come up with suggestions for the development of Bangladesh's tourism industry.

Research Questions:

- How many tourist spots in Bangladesh?
- What are the impact of mass tourism on Bangladesh's GDP and job opportunities?
- What are the negative impacts of mass tourism in Bangladesh?
- What are the opportunities of mass tourist sector of Bangladesh?
- What are the recommendations for the growth of mass tourism sectors in Bangladesh?

Limitations of the study:

After taking into account a few restrictions, the study's conclusions can be generalized. The majority of the study is based on both primary and secondary data. Additionally, there wasn't enough material to cover the topic of the study from the standpoint of Bangladesh.

II. Literature Review:

In 2010, the Bangladeshi government changed the country's tourist regulations. The objectives of this policy are to promote economic growth, environmental stewardship, and sustainability (Siraj et al., 2009). The policy's main goal is to advance ecotourism by protecting natural resources, fostering community welfare, preserving local cultural values, and encouraging locals to participate and share in the advantages. A law establishing "Protected Areas of Tourism and Special Tourism Zones" was introduced by the government of Bangladesh (Kabir et al., 2012). Bangladesh is the nation in the region with the fewest visitors and lowest tourism industry earnings (Pennington and Thomsen, 2010). In Bangladesh, one of the more lucrative industries is tourism (Elena et al.2012).There are numerous challenges affecting Bangladesh's tourism industry (Arif, Islam-2011). Data from a number of secondary foreign sources have been used in this study to assess Bangladesh's tourist trends. Based on this analysis, policy suggestions have also been made. (Mallika, 2015).

Generally, the word mass is used to describe "a lot of things or people packed close together" (Oxford English Dictionary, 2018). Mass tourism, according to Ghimire(2001), contributes to the explanation of the volume of travel to a location. In contrast to individual visitors, mass tourists are noisy, frequently only stay at the location for a little period of time, and do not mentally prepare for their visit. Individual visitors, however, are well-prepared for their trip, fluent in other languages, and quiet (ervinka, vajdová, &Tyvka, 2014).

It is widely acknowledged that mass tourism is about the distribution of goods and services, none of which can be solely blamed for or associated with mass tourism (Aramberri, 2001, 2010; Sharpley, 2009, 2012). It is held responsible for turning the product, the package tour, into a rigid, affordable offering with a predetermined schedule (Boorstin, 1964; Cohen, 1972; Enoch, 1996; Poon, 1993; Rivers, 1972; Shaw and Williams, 2004; Turner and Ash, 1975).

Regardless of socioeconomic status, mass tourism is oriented toward making travel simple and affordable for a wide range of individuals, and this may be one method for generating significant amounts of tourism revenue. The study suggests that the concept of economical tourism, which emphasizes the preservation of the visitor destination's sociocultural and distinctive characteristics, may be connected to the cost-effective

promotion of tourism in Cox's Bazar and its surrounding regions. Hafsa(2020) asserts that every nation's economy benefits greatly from the tourism industry.

With encounters of both the familiar and the unfamiliar, mass tourism is thought to be "all about the place, but not in the narrow organic sense" (Obrador Pons et al., 2009a: 163; see also Andrews, 2005, 2011). Mass tourism hotspots are viewed favorably in flexible discourse. Theo Meethan(2001). One of the earliest academics to recognize the link between a destination's reputation and its tourism performance in terms of tourist numbers was Hunt (1975, as referenced in Beerli&Martn, 2004). Tourists are more likely to visit a place with a positive reputation than one with a negative one, which may influence their decision to travel elsewhere (Woodside &Lysonski, 1989).

A destination's tourists and residents can benefit from mass tourism and tourism in general in a number of ways. However, due to poor management, tourism can have negative effects on a destination's ecology, economics, safety, and social values (Bosselman, Peterson & McCarthy, 1999).

III. Methodology:

This research piece is descriptive and extensively relies on qualitative data. It covers secondary data from 2009 through 2022, as well as information from other review papers, books, and online resources. Since information from Bangladesh's tourism organization isn't always available before to 2008, the authors chose the 2009–2022 timeframe.

Primary Sources: Primary data sources include:

- Surveys,
- Observations,
- Experiments,
- Questionnaires,
- Interviews, etc.

Secondary Sources:

Secondary sources were used to gather the information and data that were required. Various books, journals, magazines, and periodicals have been examined along this procedure. In addition to these, a large number of websites focused on tourism have had their content updated. On the other hand, numerous local and international research projects have been evaluated in this area. The information was gathered from a variety of publications, written pieces, websites, the Bangladesh Parjatan Corporation (BPC), the Ministry of Civil Aviation and Tourism, the World Travel and Tourism Council (WTTC), the Bangladesh Bureau of Statistics (BBS), daily newspapers, and others.

Sample Size:

To conduct in-depth semi-structured interviews, 10 individuals were chosen using the purposive sample technique. The contestants are all from Sylhet, Cox's Bazar, and Dhaka. It is acknowledged that these participants don't represent all of Bangladesh's tourist attractions. The richness and specificity of the interview data, however, are probably common in the general population. The researchers' personal ties were used to find participants. Nearly all of the participants were highly educated, having earned a bachelor's degree or higher.

Analysis procedure:

In June and July 2022, all interviews were performed face-to-face or over the phone with the participants. The interviews ranged in length from 25 to 30 minutes, and Bengali was used as the language of exchange. The process of doing data analysis included the following steps:

- All interviews were first handwritten and then meticulously translated into English.
- Following that, written interviews were read aloud numerous times to enable preliminary deciphering.
- Following that, the written into this study.

For the purpose of performing this study, both primary and secondary data were utilized. Journal articles, e-commerce-related newspaper pieces, and related academic papers made up the secondary sources.

IV. Analysis and Discussion

Part 1: Demographics information of the Participants:

Demographics information of all the participants is given in below table (Used surname for confidentiality):

Demographics information				
Name of the participants	Age	Education	Name of the mass tourist spots	Position
Mohsin	37	Masters	Cox's Bazar	General Manager
Mosharaf	38	Masters	Cox's Bazar	Manager (Sales & Reservation)
Borson	35	Bachelor	Cox's Bazar	Head of sales
MasudRana	35	Bachelor	Sylhet	General Manager

Shahadat	30	Masters	Cox's Bazar	Executive
Adil	31	Masters	Cox's Bazar	Duty Manager
Tasbiha	42	Masters	Cox's Bazar	Assistant Manager
Samia	39	Masters	Cox's Bazar	Graphic Designer- Branding
Fahad	35	Masters	Dhaka	Guest Relation Officer
Hasib	31	Masters	Sylhet	General Manager

Part 2: Research Questions Analysis:

1. Mass tourist spots in Bangladesh:

There are numerous places worth seeing, including National parliament, Sundarbans, Srimangal, Cox's Bazar, Saint Martin, Kuakata, AhsanManzil, SathgombujMosjid, LalbagKella, Dhaka Resort etc.

Name of the divisions	Tourist spots in Bangladesh
Dhaka	The AhsanManzil Museum, SangshadBahavan, ShaheedMinar, LalbagKella, Dhaka Resort etc.
Sylhet	Madhabkunda Waterfall, Lawacherra Forest, Sreemonghal, Jaflong etc.
Chittagong	Shalbon Bihar, Cox's Bazar, Moinamoti, Inani Beach, Saint Martin, Hill Tracks etc.
Khulna	Sundarban
Barishal	Kuakata (Sagorkonna) .
Rajshahi	Mahasthangoar, The Varendra Museum
Rangpur	KantagirMondir,
Mymensingh	Shoshi Lodge, MuktagasaZamindar, House Ramgopalpur, Zamindar House

Source: Author's calculation

Figure: Mass tourist spots in Bangladesh

From the above tourist spots in this research we used the spots location of Dhaka, Cox's Bazar and Sylhet under consideration. Some of them are:

- **Sylhet**

Some of the most famous locations can be found in Sylhet, so put them on your bucket list without a doubt. You can tour HakalukiHaor, a marsh wetland ecosystem with a diverse spectrum of biodiversity, as well as Manipuri Rajbari, a notable component of Sylhet's architecture. You can visit Dreamland Park, which has some of the best rides, if you want never-ending fun and thrill.

Enjoying a boat trip, shopping at the nearby shops, and trying the mouthwatering cuisines are some of the top things you must do in Sylhet. You may enjoy riverside camping, see the shrine of Crusader Shah Syed NasirUddin, and travel to the Ratargul Swamp Forest.

- **Dhaka**

The largest city in South East Asia, Dhaka, is located on the Buriganga River's northern bank. On the lower parts of the Delta Ganges, it is located in the center of Bangladesh. Bangladesh's largest city, Dhaka, is home to vast expanses of greenery, lovely museums, and historic red-brick buildings. Here, modern skyscrapers contrast nicely with mosques that date back thousands of years, giving the city a captivating allure that is unmatched.

While on your tour of Dhaka, you will be faced with a plethora of prominent attractions from which to choose. You can head to LalbaghKella, which is famed for its architectural grandeur, or you can stop by the AhsanManzil museum to get a taste of the Mughal way of life. The most well-known mosques are BaitulMukarram, The Khan Muhammad Mirza Mosque, and DhakeshwariMandir. Also you can enjoy the beauty of AhsanMonjil from Dhaka.

A boat rides to Buriganga, a stroll around Gulshan Lake Park, and amusement rides at Nandan Park are some of the top things to do in Dhaka for an unforgettable experience. Visit the Bangladesh National Museum to discover more about the rich history and culture of Dhaka.

- **Cox's Bazar**

You should without a doubt go to Cox's Bazar, which is situated next to the seashore along the Bay of Bengal, if you're looking for the most well-known tourist destinations in Bangladesh. It features the longest uninterrupted sea beach in the world, which is more than 120 kilometers long.

Miles of golden beach, surfing waves, tall cliffs, unusual conch shells, waterfalls, pagodas, and parks may also be found here. The main draw of Cox's Bazar is the enormous Buddhist monastery known as AggmedaKhyang, which houses numerous massive bronze statues of Buddha.

2. Impact of mass tourism on Bangladesh's GDP and job opportunities

The stratum of travel and tourism represents one of the industries with the quickest growth rates, and it is gradually adding more to the global economy (WTTC, 2014). One of the industries with the greatest expansion

and most promise in the world is tourism, according to recent research. One of the causes of this is the fact that tourism is not a single industry but rather a group of related sub-sectors that have all grown together and interconnected (Akther et al., 2021). The tourist sector has recently contributed an estimated 809.6 billion Bangladeshi Taka (BDT), or roughly 4.7%, of the country's overall GDP. Additionally, it is predicted that in 2026, this contribution will increase to 1,596 billion Bangladeshi Taka (Hafsa, 2020). According to a recent study by Hossain and Wadood (2020), Bangladesh's tourism industry supported 1.3 million jobs in just one fiscal year, during which time more than 0.8 million foreign visitors came to the nation. By the year 2025, domestic tourist spending is expected to reach BDT 1,580 billion (with a projected growth rate of 5.9%) and capital investment will reach BDT 230 billion (with a projected growth rate of 7.8%). (Hafsa, 2020). 2021 Chowdhury).

Year	Tourism Revenue (In million USD)	No of Tourist visited	Contribution of Travel & Tourism to GDP (In Billion BDT)	Job in Travel & Tourism	Contribution of Travel & Tourism to GDP (Per Cent)
2009	70	267000	-	-	4.6
2010	81	303000	-	-	4.7
2011	87	440000	381.6	2880500	4.2
2012	110	600000	-	-	4.3
2013	128	618000	830	1328500	4.4
2014	153	630000	627.9	1984000	4.5
2015	148	648000	809.6	2346000	4.4
2016	213	654000	840.2	2401000	4.3
2017	337	700000	850.7	2432000	4.3
2018	-	-	-	-	4.4
2025*	-	-	1,252.8	2492000	6.1
2026*	-	-	-	2894000	6.4
2027*	-	-	1,783.0	2965000	4.7
2028*	-	-	1,753.1	-	4.6

Source: UNWTO (2009-2018), The World Travel & Tourism Council (WTTC) (2009-2018), knoema.com (2019);

*Projected value.

Figure: Effects of Tourism on the Economic growth of Bangladesh.

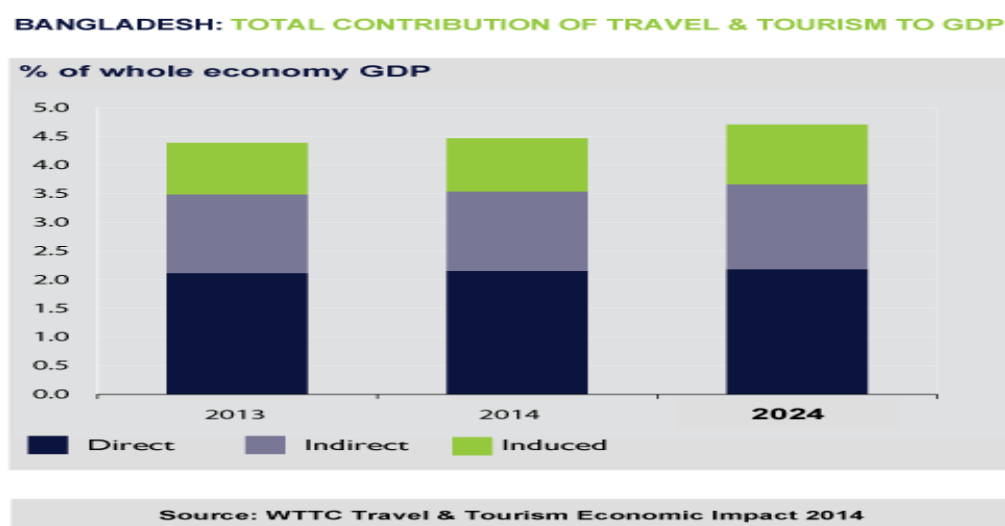


Figure: Economic contribution of travel and tourism growth rate (percentage)

Some Positive Impact of Mass Tourism on the Economy

- **Job creation:** Mass tourism helps financially struggling areas. It offers employment chances to those who would otherwise be underemployed or unemployed.
- **Revenue:** As more travelers visit the host nation and its tourist attractions, the area benefits financially from the inflow. Because of this flow, the money made should help the locals improve their lives and even achieve a higher level of life due to the mass tourism industry's ongoing employment. Additionally, the host

nation can use the extra money to build better roads, schools, colleges, transportation hubs, and other infrastructure for the local population.

- **Economy:** The influx of tourists may contribute a considerable sum of money to the local economy. Government and corporate sectors have started giving incredible travel packages in an effort to attract more tourists. As more tourists arrive at an area, the location's publicity grows and investors try to invest more money. Due to this, there has been a greater-than-anticipated influx of tourists, which helps the local economy.
- **Culture:** Numerous travel agencies have realized that tourists frequently favor the exotic, therefore they have started marketing local cultural festivals, handicraft expos, and other events of the like to spark interest in particular locations. Therefore, our culture is more prominent in the local and global markets, and more people are interested in it. Particularly at a local festival.

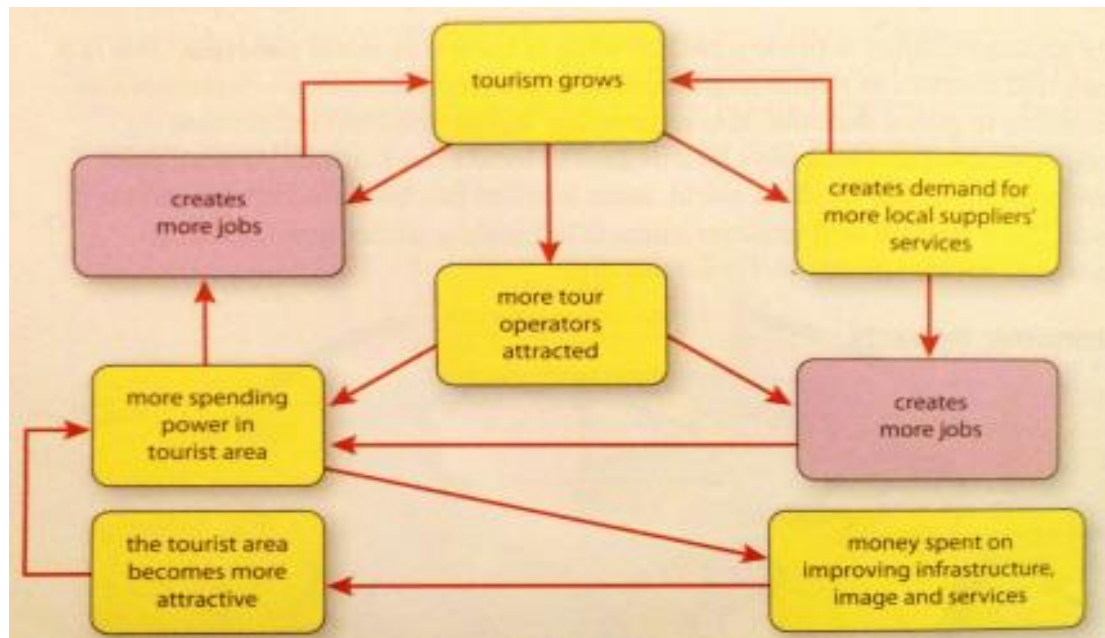


Figure: Positive impacts of mass tourism.

3. Negative impacts of mass tourism in Bangladesh

Many tourist destinations around the world are still battling to recover from the negative effects they suffered from the rapid and uncontrolled expansion of mass tourism and a short-term profit oriented mentality, even though tourism can sustain high levels of employment and income in the economies of many regions (Dimitriou, 2017).

Tour and travel clearly has a great deal of benefits, but sadly, in many situations, the effects of mass tourism can frequently be fairly adverse.

- **Land degradation:** When more people travel different tourist destinations, demand grows, and more land is being destroyed to build hotels, restaurants, and interesting sites as well as the quality of the land is diminished by the excessive use of chemical fertilizers, pesticides, and herbicides for excessive output.
- **Deforestation:** Deforestation is one of the biggest problems due to the significant development in tourist and leisure amenities. Sadly, mass tourism causes high number of land removal, ecosystem loss for the sake of gathering wood, and animal loss.
- **Cultural Loss:** A growth in tourism is frequently accompanied by the loss of a nation culture and values. Unfortunately, local behavior changes more and more as more and more tourists travel to different locations.
- **Immense number of trash:** A large population also means a large volume of trash. The planet its stunning sites suffer more as more tourists travel there with a cool demeanor.
- **Community dissatisfaction:** The natives are the principal victims of excessive tourism. Residents are dissatisfied with the growing cost of homes and rents.
- **Global Warming:** More than 5% of the world's greenhouse gas emissions are attributable to tourism, 90% of which are caused by transportation. The estimated increase in CO₂ emissions from tourism from 2016 to 2030 is 25%. 1,998 million tons instead of 1,597 million tons (The World Counts).

4. Opportunities of mass tourist sector in Bangladesh:

Any nation may make money from its tourist business. Bangladesh is not an exception to the rule that travel and tourism can significantly boost an economy in any nation. Bangladesh also has a large number of tourist attractions to draw visitors, including Cox's Bazar, the longest continuous natural sea beach in the world, Kuakata, the Sundarbans, the largest mangrove forest in the world, Sylhet, the Chittagong Hill Tracts, Rangamati Kaptai Lake and Mainamati, among others. The tourist business has given rise to a number of infrastructures, including hotels, resorts, dining establishments, and retail centers. In Bangladesh, there are several chances for mass tourism. Possibilities are listed below:

- Regional based mass tourism establishment
- Scope of huge employment
- Innovation opportunity
- Increased popularity
- Young generation zest for budget tour
- Huge space of business tourism
- More international event engagement
- Simple advertising with social media
- Research Opportunity
- Modern tourism introduction opportunity such as floating resort, Beach activities, wild natural resort.
- Tourism can also play a vital role to social and cultural development through cultural exchange and contact between people of different race and nationalities.

5. Recommendations for the growth of mass tourism sectors in Bangladesh:

Even though there have been many issues, Bangladesh's mass tourism is rapidly expanding. In addition to having an effect on the nation's economy, it also expands employment opportunities for men and women, assures resource conservation, and promotes the efficient use of all national resources. Governments and local people often support mass tourism because it generates a lot of income for local areas.

Following a few suggestions, Bangladesh's mass tourism sector has the potential to be one of the most significant drivers of GDP expansion.

- The most frequented tourist attraction in the nation requires super-structural improvement.
- An effective transport system must be created and maintained.
- As compared to the global tourism sector, modern tourism policies should be created and put into practice.
- Complete safety and security, transport and restaurant service should be ensured.
- Securing responsible and green tourism behavior from all stakeholders.
- Assuring better service, improving the effectiveness of the tourism police, and actively supporting visitors.
- Government officials and tourist sector leaders should take action to improve the security setup at the traveler police; additional training should be provided to the traveler police.
- In order to improve the security framework at the traveler police, the government and tourist industry organizers should take action. The traveler police should be given greater training.
- For the purpose of drawing in more domestic and international visitors, additional destination activities such as surfing, scuba diving, snorkeling, fishing, boating, art galleries, and facilities for at, gaming zones, child zones, etc. must be developed.
- Around the world, appropriate promotional efforts (such as brochures, periodicals, studies on tourism, e-marketing campaigns, etc.) should be designed and carried out.
- Workers must support and get involved in Bangladesh's tourist growth, both men and women.

V. Conclusion:

For many developing countries, tourism is currently seen as a significant growth driver. The tourism attractions from Bangladesh have a huge potential to draw visitors from all around the world. Bangladesh is a relatively new tourist destination in the world. The Bangladeshi tourist industry is now expected to be of a reasonable scale despite its slow expansion. Tourism is not a completely benign activity because of the enormous negative effects that its unchecked and rapid growth has had on the environment, including the destruction of the ecology and scenery in cities.

A large and growing influx of tourists creates unique issues with tourism saturation. Mass tourism is one of the most prominent variables in determining how much money is made from tourism, but it has also been linked to good benefits. This is because this sort of tourism accounts for a considerable part of global tourism

revenues. Mass tourism has led to an increase in employment opportunities, which has helped the nation's economy and government collect significant amounts of tax income. However, it also has some detrimental effects, such as deforestation, cultural loss, garbage production, community unhappiness, and environmental deterioration. The favorable and unfavorable aspects of mass tourism are the same as those of other things. In order to employ mass tourism as one of the most effective tools for strengthening national economies, we must figure out how to manage its negative effects.

In this study, we looked into how the expansion of Bangladesh's economy as a whole was impacted by mass tourism. It also sheds light on the problem and potential of Bangladesh's tourism industry. Additionally, advantages, disadvantages, opportunities, and threats are considered (SWOT). An outstanding picture of Bangladesh's economic contribution, GDP, employment, and opportunity is provided by this study. This analysis comes to the conclusion that Bangladesh's economic growth at the time is only marginally positively impacted by the minuscule portion of tourist sales. Even though Bangladesh's mass tourism industry has substantial obstacles, it helps to create the image of "Beautiful Bangladesh" that has become synonymous with the nation.

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