

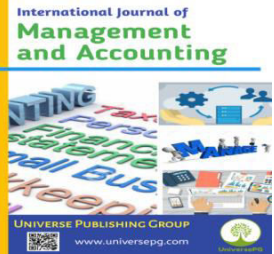


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A Study on the Atghar Kuriana and Vimruli Tourist Destination's Challenges to Sustainability

Md. Gias Uddin*

Upazilla Education Office, Directorate of Primary Education, Bangladesh.

*Correspondence: giasbd89@gmail.com (Md. Gias Uddin, Assistant Upazilla Education Officer, Directorate of Primary Education, Bangladesh).

ABSTRACT

The study mainly focuses on the limitations and challenges of Atghar Kuriana and Vimruli as a tourism destination and local communities' attitude toward tourism. Actually, there is a little study about this amazing tourist destination, though it is an emerging tourist destination in Bangladesh. This study was conducted following survey research methodology; a separate survey questionnaire for tourists and local communities were developed to serve study objectives. The survey was conducted using both open and close-ended questionnaires. This study uncovered that tourists who visited there have bewitched enjoying the natural beauty, boating, zig zag canals, row upon row boats loaded with guava, amra and lemon but dissatisfaction over sanitation facility, quality restaurants and cottages, recreational and entertainment facilities, safety security, eve teasing, sound pollution as well as actually no authority to look after the overall activity. Moreover, there is no difference both gender and civil status in terms of visitors' response to destination facilities as well as visitors' knowledge on sustainable tourism, but collectively gender civil status revealed a significant difference. I hope the results of the survey might be worthwhile to policy makers, private entrepreneurs and marketers while formulating their policies, to attract local and foreign tourists and also to ensure sustainability of this amazing tourist destination.

Keywords: Sustainable tourism, Tourism destination, Guava garden, Community, Tourist, and Floating market.

INTRODUCTION:

Tourism has become the biggest and rapidly thriving industries in the world (Lew, 2011) and in 2019, its contribution to world GDP is close to 10.4% and creates one in ten jobs nearly 334 MN jobs (WTTC, 2020). It is also considered as a fresh source of foreign currency. It significantly contributes to a national economy in terms of decreasing poverty by providing employment opportunities, creating local entrepreneurs, bringing foreign currency as well as adding a window to government tax revenue (Hindley & Smith, 1984; Mihalič, 2002). Mr. Zurab Pololikashvili, secretary general of the UNWTO, described tourism as "Mobilizing stimulus for watching over native and artistic resources, sustaining them for descendants to enjoy".

Bangladesh has lucrative possibilities to draw tourists from around the world with its vast natural, religious sites and cultural resources, but failed from decades (Hasan, 1992; Afroz and Mahmud, 2017). Atghar Kuriana and Vimruli are one of the amazing tourist attractions, but there is little promotion and study on this destination. By utilizing and promoting the re-

sources hidden in Atghar Kuriana Guava Garden and Vimruli Floating Market, Bangladesh might earn a huge amount of fresh currency; reduce poverty and unemployment by creating private entrepreneurs, employment opportunities.

The southern part of Bangladesh is aesthetically embedded in the beauty of nature, especially rivers, canals, boats, guava, amra and greenery and it's the ornament of southern residents of Bangladesh. The mild and temperate climate is also the characteristics of the southern region and Atghar Kuriana Guava Garden and Vimruli Floating Market are the reflection of the southern region. Atghar Kuriana and Vimruli is not only legendary for its guava and amra but also the natural beauty it possessed. The lucrative attractions of this garden are Greenery, innumerable zigzag canals, row upon row guava and amra garden across a wide area, floating hundreds of boats loaded with guava, amra and lemon, etc. competing to sell their products to wholesalers along with tourists, scenario of hanging hundreds of bats on the rain tree above the canal, mild along with a temperate climate are the major tourist attractions of this garden. Besides, you can make a journey to dreamy places like Sarsina darbar sharif, nursery and dockyards on the bank of river "Sandha", Guthia mosque, Durgasagor Dighi, the house of poet mukundo das. These places are very close to this garden just need a bit reverse U turn travel. Guava and Amra cultivation are major occupation here. Rivers, canals, low land topography and climate are very congenial to farm guava and amra. The flavor and taste of guava and amra here are quite different from other regions. It's really awesome. Boats are the only way for picking up and selling guava to wholesaler and tourists. Row upon row loaded guava boats adjacent to one another and competition among boatmen to fasten their boats better places create amazing scenario. Besides, one can hire a boat and easily roam around the garden and thorough out the canals. It will give you incredible pleasure/romance that beyond one's imagination. The garden is actually stretched out the border area of three districts respectively Pirojpur, Jhalokhathi and Barishal districts. It spreads over thirty-one thousand acres of twenty-six villages of three districts. The best time for travelling is from early July to early September. The best ways to roam around the garden

is a engineless boat. There are different types of boat to roam, but the most common boats are pansy boat, dinghy boat, sailboat and kosa boat, etc. The best ways to go Atghar Kuriana and Vimruli floating bazar from Barishal, Banaripara or Jhalokhathi are hiring micro-bus, bikes or Mahindra; from Nesarabad is hiring engineless boats or auto rickshaws, etc. However, there is actually no study on this emerging destination. So I guess it's inevitable to find the limitations and challenges to ensure its sustainability as a tourist destination and further aims are: To identify visitors' travel conduct and visitors' knowledge on sustainable/eco-tourism and "How does local community perceive the tourism"? Is there a difference both gender and civil status in satisfaction statement to the destination amenities and visitors' knowledge on sustainable tourism?

Review of Literature Tourism

Travelling for pleasure, refreshment, adventure, business, education and therapeutic purposes not a recent phenomenon; it is a prehistoric and strong passion of human beings. People travel from one place to another place for different purposes. According to Wahab, (1977) tourism is a deliberate voluntarily short-term movement of people from their usual habitats to others places like from province to province, or a country, even in a mainland with the motive of satisfying off time essentials and that travel must be free from taking part in compensated jobs. There is a distinction between travel and tourism. Tourism encompasses activities undertaken by human beings form the desire of travel from their usual living places to another place with a cluster of objectives for taking part in that visiting (excluding travelling for work), and that travel might fulfill the conditions of tourism (Tribe, 1997). The United Nations World Tourism Organization (UNWTO, 2008) defined Tourism is a displacement of individuals to destinations or sites external their general living area/areas, actions and behaviors undertaken during their displacement covering social, economic and cultural phenomena for personal, business/professional motives for not more than one succeeding twelve-month period. The world travel and tourism council (WTTC, 2021) described tourism is the phenomenon which teaches us to be tolerant,

flexible, open-minded and most of all, it makes us humble in addition to storyteller; By crossing boundaries and oceans, we achieve right viewpoints, ins and outs knowledge of different landscapes & languages, also first-hand experience on wild animals in their actual habitat, discover a region's history, and gain knowledge a great deal more about others. Leiper, (1979) defined tourism is a multi-dimensional and multi-faceted phenomena of a wide combination of individuals, business, organizations and places to deliver a travel experience which ultimately results in various different economic activities and covers many spheres of our lives.

Sustainability and Sustainable Tourism

Sustainability has now become buzzword across the world. We want sustainability of almost everything. Waver concluded (2005) if the growing interests and the diversifying nature of tourism continue, it's not wise to let it go without considering its merits and demerits on environment, economy and social cultural paradigm and it's inevitable to produce experts in this industry who can master sustainability issue on their day-to-day operation and policy making decisions. Because, it is not beyond contention; it's a recognized resource-intensive industry. To deal with sustainable tourism, we need to discuss sustainability. The World Commission on Environment and Development (WCED, 1987) sets four basic principles for sustainability: (1) secure the environment (biodiversity) and traditions (2) retain the crucial ecological processes (3) bridge and ensure community partnership (4) wisely use and conserve of limited resources in order to ensure that productivity can be sustained for lineages. Considering the WCED principles for sustainability, UNWTO states sustainable tourism has to ensure: Effective employ of ecological facilities that form a foremost particle in tourism flowering; Recognize the socio-cultural purity of local residents, safeguard their hand-made creatures and living cultural heritages and traditional values as well as support for intercultural understanding and tolerance; Guarantee operable, extended fiscal benefits, generating socio-economic benefits to all stakeholders that are equitably disposed and furnishing to poorness easing; Maintain a standard amount of tourist contentment and secure a pictorial knowledge to tourists, beautifying their realization

about sustainability issues and promoting sustainable tourism practices. Tourists' actions, behaviors and associated activities are also responsible for climate change and global warming; it's the most vulnerable sectors for climate change and global warming and requires urgent action for sustainability (The United Nations Environment programme, 2008). The University of California, (2016) described sustainability as the use of finite resources wisely and conservatively thinking the long-term consequences of environmental wellbeing, social justice and economic sparkle in order to generate prosperous, healthy, dynamic and resilient communities for existing and generation to come. Sustainability now takes inescapable place in travel and tourism industry. Coccossis, (1996) opined tourism can be defined relatively in four ways in the substance of sustainable development: A sectoral angle such as economic sustainability of tourism, an ecological viewpoint emphasizing the need for ecologically sustainable tourism, a viewpoint of the long-term viability of tourism, recognizing the competitiveness of destinations, and a viewpoint accepting tourism as part of a strategy for the sustainable development throughout the physical and human environments.

Tourism Destination

The selection of a tourism destination by the visitors is the key element of a tourist decision making process to go to visit; and that decision is persuaded by a number of internal (psychological) and external (non-psychological) variables (Oppewal *et al.*, 2015). The transformation phase of industrial revolution, the invention of internet, mobile phone and computer has made tourism the largest and burgeoning industry in the world; makes information easily available to tourists and that makes tourism business intense competitive. Destination marketers/host regions now offer most of the information such as the culture of a destination, food, places to visit, buildings, monuments, traditions and customs, tourism business that provide services, recreation and entertainment, public order and social life to visitors via the internet. So, tourists virtually can access to information need to make their travel decision about a destination (Basarangil, 2021). Tourism industry is now facing much more intense competition than ever. According to leiper, (1979) destination is a physical contiguous

unit of a region with distinguished features that attracts tourists for a transient period. The socio-cultural, religious, monuments, the historical importance of that place, natural environment, recreational and entertainment etc. may attract the non-residents (tourists) to make a visit that place/places for a short period. Gunn, (2002) and Metelka, (1990) defined tourism destination not only a territorial unit but also an economic unit. Medlik, (2003) further complemented the definition given by the Metelka and Gunn by saying,

Tourism destination is a country, region or city on which tourist’s actions and behavior, time and spending are centered. It’s the hosting place of visitors’ attraction, accommodation and the other tourist’s amenities as well as services where the physical, economic and socio-cultural ramifications of tourism happen. From the explanation of a tourism harbor by the WTTC, Alaksanyan, (2020) defined tourism spot is a volumetric physical geographical unit with following components:

Tourism Temptation	Public and private amenities	Accessibility	Human resources	Image and character	Price
Natural (e.g., sands, lakes, islands, mountain and ridge, recreation ground, meteorological condition). Build (e.g., famous structures such as Taj Mahal, Eiffel Tower, Burge Khalifa. heritage monuments, religious buildings, conference and sports facilities). Cultural (e.g., museums, theatres, art galleries, cultural events).	basic superstructure and infrastructure such as hotels, motels, rest houses, restaurants, pubs, public and private transport, roads, internet, cybercafé, banking facilities, visitor information, recreation and entertainment facilities, guides, operators, catering and shopping.	Via motorway, air services, rail or cruise ships, reservation systems visa necessities, entrance formalities and specific entry conditions.	skilled tourism staff and stakeholder (local).	exclusiveness, environmental cleanness, weather, safeguards, Hygienic and fresh foods, service levels and standards, as well as the amiability of residents.	The fare of transport to and from the spots as well as the charge of housing, attractions, food, travel guide and services.

Actually, there is no study on this tourist destination, any database or statistics of tourists, local communities and owners, though it gets huge attention of tourists from different parts of Bangladesh. The scenario of this floating market and a downpour will generate the taste of a piece of Thailand or Venice in Italy (Syem, 2021). The Daily Star, a national daily newspaper, (2019) described the experience of boating in a couple of zigzag canals thorough out the amazing orchid guava gardens make you romantic and forget everything else as well as a festive mode of the visitors in several hundreds of colorful boats as carnival of life. Another report published on The Daily Star (Hossain, 2022) said that we (Bangladeshi) many people are not familiar with the Vimruli Floating Market, but floating market in Philiphine and Thailand.

METHODOLOGY:

Quantitative survey research techniques were followed on this study. The populations of this study were visitors and local communities; a separate survey questionnaire for tourists and local communities was UniversePG | www.universepg.com

developed to serve study objectives. The survey was conducted using both open and close-ended questionnaires. The questionnaires were taken from previous studies (Choi & Murray, 2010; Kozak & Rimmington, 2000; Ramseook-Munhurrun and Naidoo, 2011; Scotland & Montgomery, 1998; Shahrivar, 2012; Sheng & Chen, 2013). Non probability convenience sampling techniques were followed as there is no database/record on this destination (Tourists, local communities) and it's now on exploratory stage. A sample of one hundred seventy-five (175) visitors who visited the Atghar Kuriana and Vimruli, thirty (30) local communities/stakeholder has been selected conveniently to meet study objectives. The questionnaire on tourists consists of the four parts. The beginning part was the demographic genre of the tourists (sex, age, education, nationality, civil condition, and the occupation), the second part includes visitors' plan and conduct (the choice of transportation, travel arrangement, the length of stay, the purpose of travel, information source about this place and concept about adjacent tourist at-

traction). The third part was developed to identify tourists' opinion about the products and services in Atghar Kuriana and Vimruli. The fourth part was about tourists' perception about eco/sustainable tourism. Finally, it draws the opinion of visitors using open-ended questionnaire about their recommendation and suggestion how to promote and protect this destination as a sustainable tourist destination. The questionnaire on local communities/stakeholder was about their demographic profile, attitude toward tourism as well as their suggestion how to promote and protect this destination as a sustainable tourist attraction. Secondary sources included: Journals, magazines, report and statement of the WTTC, UNEP, UNWTO, daily newspapers, thesis and websites.

Data Analysis Technique

To analysis the collected data, descriptive statistics tools such as table, frequency, percentage, simple average and chart were used in this study. Tourists' opinion about products and services as well as their (tourists) perception about eco/sustainable tourism have been converted into qualitative ones using five-point rating likert scale; ranging from strongly agree to strongly disagree; where strongly agree=5, agree=4, neutral=3, disagree=2, strongly disagree=1; Strongly agree outlines highly satisfaction and strongly disagree represents highly dissatisfaction. Open-ended questions were analyzed using qualitative techniques such as developing a code book, themes. Microsoft excel was used for both close and open-ended questionnaires and

SPSS software was used only for close ended questionnaire.

Validity and Reliability

The alpha coefficient for seventeen items is .771 that indicates a good level of internal uniformity or the reliability among the test items as a group.

Table 1: Testing Validity and Reliability (Cronbach's Alpha).

Scale	Number of Items	Cronbach's Alpha
Likert Scale	17	.771
Total	17	.771

RESULTS:

Demographic Characteristics of the Respondent

Demographic variables have substantially influence on the selection of a tourist destination. The choice of a tourist destination largely varies in terms of gender, age, civil status, income along with ori, etc. It also inevitable to policy makers, marketers and entrepreneurs to take their decisions. The following graph-1 depicts the information about the respondents' demographic profile of this study such as gender, age, civil status, education and profession. Out of one hundred and seventy-five respondents, there is 60% (105) male and 40% (70) female. The civil status of the respondents is 63% (110) married and 37% (65) unmarried. Information was also gathered from differ-ent age groups that vary across ages. Moreover, 42% belongs service holder, 33% is students, 14% in business, rests are in other groups. Besides, post graduate and graduate are respectively 39% and 32%.

Table 2: Demographic Genre of the Respondents.

Variables	Characteristics	Frequency	Proportion
Gender	Male	105	60.00%
	Female	70	40.00%
Civil Status	Married	110	62.86%
	unmarried	65	37.14%
	Divorced	0	0.00%
AGE	15-24	43	24.57%
	25-34	59	33.71%
	35-44	47	26.86%
	45-54	22	12.57%
	55+	4	2.29%
Highest Educational Attainment	Post Graduate	68	38.86%
	Graduate	56	32.00%
	HSC	37	21.14%

Occupation	SSC	10	5.71%
	other	3	1.71%
	No Education	1	0.57%
	Service	74	42.29%
	Business	24	13.71%
	Housewife	18	10.29%
	Unemployed	0	0.00%
	Student	58	33.14%
Other	1	0.57%	

Visitors’ Travel Conduct



Fig. 1: Visitors’ travel conduct.

The following chart-2 provides information on the traveler’s behavioral dimension at Atghar Kuriana and Vimruli. The graph demonstrates around 58% visitors travel for pleasure purpose followed by adventure tourists 24%. A large number of tourists got information about this destination from their friends 41%; The rest sources are online/ social media 28%, relatives 17% and family members 10%. Print and the electronic media have a little bit influence on tourists. Various modes of communication are used to travel there, but Magic/Mahindra (24%), launch (22%), bus (21%) and others (trawler, private car, micro, etc.) are

popular mode to travel there. Moreover, a significant number of visitors (99%) are the same day travelers, whereas, the large numbers of travelers (40%) stay less than 6 hours. On the other hand, nearly 33% visitors have no idea to adjacent tourist attractions.

Analysis of Five (5) - Point Likert Scale of Visitors’ Response to Products and Services

Table 3 depicts descriptive statistics on visitors’ response to products and services at Atghar Kuriana and Vimruli.

Table 3: Visitors’ Response to Products and Services.

Variables	Descriptive Statistics				
	N	Minimum	Maximum	Mean	Std. Deviation
Accessibility is good there	175	1	5	3.55	.945
Local goods and beverages are reasonable	175	1	5	3.22	1.110
Local communities are friendly and helpful	175	1	5	4.04	1.019
Have enough resting place	175	1	5	2.57	1.127
The safety and security system is good	175	1	5	3.01	1.101

Mobile network and internet facilities are satisfactory	175	1	5	3.11	1.008
Tourist activities (boating, roaming, Fishing and sightseeing etc.) are good	175	1	5	3.05	1.110
Have enough entertainment facilities	175	1	5	2.84	.945
Have enough parking and restaurant facilities	175	1	5	2.48	1.118
Sanitation system is good	175	1	5	1.83	1.058
Valid N (list wise)	175				

Note: 5 Strongly Agree, 4 Agree, 3 Neutral, 2 Disagree, 1 Strongly Disagree.

As Five - Point Likert Scale is an interval scale, the mean is very important. Scale 1 to 1.8 indicates strongly disagree, from 1.81 to 2.60 means disagree, 2.61 to 3.40 portrays neutral, 3.41 to 4.20 indicates agree, 4.21 to 5 means strongly agree. The mean score for the last two and fourth statements in the table are between 1.81 to 2.6 that indicates the majority of participants are disagreed or dissatisfied. In the first and third statements, the means are between 3.49 to 4.04 which represents majority of the respondents are

agreed or satisfied. Moreover, the rest of the statements have mean score between 2.61 to 3.40 that predicts maximum respondents are neutral on this dimension.

Analysis of Five -Point Likert Scale of Visitors’ knowledge on Eco/Sustainable Tourism

Table 4 gives an overview of visitors’ knowledge on eco/sustainable tourism using descriptive statistics.

Table 4: Visitors’ knowledge on Eco/Sustainable Tourism.

Descriptive Statistics					
Variables	N	Minimum	Maximum	Mean	Std. Deviation
I have knowledge about social, cultural, economic situation at destination	175	1	5	3.61	1.005
Local transport is environmentally friendly	175	1	5	3.54	1.038
I think tourism development is environmental friendly	175	1	5	3.39	1.149
I prefer business that promotes local cultural diversity and traditions	175	1	5	3.82	.989
I prefer to take local foods and activities to support local community	175	1	5	3.90	.933
Local communities are aware of environmental impact of tourism	175	1	5	2.99	1.017
Tourists are aware of environmental impact of tourism	175	1	5	2.76	.971
Valid N (list wise)	175				

Note: 5 Strongly Agree, 4 Agree, 3 Neutral, 2 Disagree, 1 Strongly Disagree.

Is There a Difference Both Gender and Civil Status in Visitors’ Statements to Destination Amenities and Visitors’ Knowledge on Sustainable Tourism?

There is no difference in terms of visitors’ response to destination facilities as well as visitors’ knowledge on

sustainable tourism, but collectively gender and civil status revealed a significant difference. Moreover, an ANOVA test was run for each dependent variable and found a significant difference between gender and civil Status on visitors’ response to destination amenities.

Table 5: Multivariate Analysis of Variance (MANOVA).

IV/Interaction	MANOVA	ANOVA
Gender	F (2,170) =1.577, P=.214, np2=.018 Not Significant	X
Civil Status	F (2,170) =.655, P=.521, np2=.008 Not Significant	X

Gender*Civil Status	F (2,170) =5.076, P=.007, np2=.056 Significant	Visitor Response: F (1,171) =8.90, P=.003, np2=.05, Significant Visitor Knowledge: F (1,171) =.10, P=.66, np2=.001, Not Significant
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Local Communities’ Attitude toward Tourism

The following **Table 6** depicts local communities’ attitude toward tourism at Atghar Kurian and Vimruli tourism destination. The mean value for the first statement is 2.50 that indicate the majority of the respondents (Local Community) are agreed that the visitors are not aware of ecological impact of their actions. Respondents (Local Community) also believe tourism responsible for disrupting family life, water and sound pollution. This indicates that the negative impacts of tourism are not limited to the environment in addition to affect social and cultural aspects of the local community. The mean value for the statement whether tourism poses threats to local culture is 3.07 that means participants are neutral. They do not have a

clear opinion about the results of tourism on their culture. On the other hand, the remaining statements in the table represent that the local community sees tourism as an opportunity for economic development. They believe that tourism contributes to create local entrepreneurs, decreases poverty and to provide a source of income for local people. Additionally, respondents think that tourists are friendly to local community as well as respect local culture, norms, and values. Overall, the local community has a mixed attitude toward tourism. While, they see tourism as an economic opportunity, they are also concerned about its negative consequence on the environment, family, and community life.

Table 6: Communities’ Attitude toward Tourism.

Descriptive Statistics					
Variables	N	Minimum	Maximum	Mean	Std. Deviation
Tourists are aware of environmental impact of tourism	30	1	4	2.50	1.106
Tourism fosters communication developments in these areas.	30	1	5	2.73	1.112
Tourism poses threats to local culture	30	1	5	3.07	1.230
Tourists are eager to local foods, beverage and products	30	2	4	3.47	.681
Tourism has an influence to decrease poverty	30	2	5	3.70	.837
Tourists are eager to use local transportation	30	2	5	3.73	.785
Tourism creates local entrepreneurs	30	2	5	3.73	1.081
Tourists respect local culture, norms and values	30	2	5	3.87	.973
Tourists are friendly toward local communities	30	2	5	3.90	.803
Tourism has become disrupted to family and community life	30	2	5	4.00	.830
Tourism has become a source of income for local people	30	1	5	4.03	1.066
Tourism creates sound and water pollution	30	2	5	4.03	.890
Valid N (list wise)	30				

Note: 5 Strongly Agree, 4 Agree, 3 Neutral, 2 Disagree, 1 Strongly Disagree.

Open Ended Questionnaire Analysis

The data provided shows the frequency, percentage, and cumulative frequency of responses generated from an open-ended questionnaire that asked visitors to provide their opinions on how to make this place a sustainable tourism destination. The responses were coded and categorized into different variables. The highest number of times, the responses generated were respectively creating awareness between visitors and

local communities with a frequency of 59 (14% of the total responses) followed by developing communication (13%), sanitation facilities (12%), helping owner of guava orchid (11%), ensuring entertainment facilities (9%) and setting up enough standard quality cottage and restaurants (7%).

Table 7: Visitors' Opinion to Make it a Sustainable Tourism Destination.

Variables	Frequency	percentage	Cumulative frequency
Awareness	59	14%	59
Accommodation	32	8%	91
Children Entertainment	10	2%	101
Digging and renovating canals	7	2%	108
Entertainment	39	9%	147
Helping owner of guava orchid	45	11%	192
Sanitation	51	12%	243
Communication	54	13%	297
Restaurant	28	7%	325
Promotion	12	3%	337
Conservation	12	3%	349
Security	30	7%	379
Authority	5	1%	384
Food	9	2%	393
Price	1	0%	394
Transportation	17	4%	411
ATM Booth	1	0%	412
Tourist Guide	3	1%	415
Total	415	100%	

Overall, the most important issues suggested by the visitors for making this tourism destination a sustainable destination are community engagement, developing communication systems, and basic amenities such as sanitation, restaurants, and cottages.

DISCUSSION:

The foremost motive of this study is to examine the limitations and challenges of Atghar Kuriana and Vimruli as a sustainable tourism destination and what can be done. The results unearth that most of the tourists did not show responsible behavior to destination. Their actions and activities are liable to sound and water pollution. They threw away polythene, plastic materials and other garbage in the canals, in addition, their behavior also responsible for destroying saplings and breaking the branches of the guava tree. Besides, some visitors misbehaved with the female tourists, especially eve teasing is a major problem. Another most important aspect of the results is insufficient services to draw and make a repeat visit to this destination. These limitations are especially with sanitation facilities, standard and quality restaurants and cafes, lack of cottage and resorts as well as entertainment facilities both for children and young adults. Furthermore, tourists also show concern over

safety and security system. The questions over mobile network and internet facilities are not also trivial. Publicity about this destination not significant. Maximum visitors get messages about this destination from their friends (41%) and social media (28%) which combine nearly 69%. Electronic and print media hardly promote about it. Moreover, majority tourists are the same day visitors, whereas, around 40% visitors spend a very short time there (less than 6 hours). So, it does not generate enough employment, local entrepreneurs and cash inflow to local communities. Besides, around only 24% tourists belong to adventurer, but it has huge opportunities to draw adventurers. Moreover, the survey results indicate that the components of this destination are good enough to draw both male and female visitors. There is no difference both gender and civil status in visitors' response to products and services at destination and knowledge on sustainable/eco-tourism. Considerable sizes of tourists are belonging between 15 and 44; it's almost 85%. But the dominant group has ages between 25 and 34. Most of the respondents have finished graduation and post-graduation; it's about 71%. Besides, service holders are nearly 42% followed by students 33%; Businessmen are nearly 14%. Finally, it's a seasonal tourist spot between late July to early September that poses a

big challenge. If policy makers and marketers ensure enough recreational and entertainment facilities along with digging canals, it may draw visitors in three hundred sixty- five days.

Limitations and Future Research Direction

The study was basically conducted to identify the challenges Atghar Kuriana and Vimruli to sustain as a tourist destination. The population of this study was tourists and local communities. It was not possible to get opinion from all stakeholders. Also, data were not collected from ages fifteen/below fifteen. Moreover, the sampling was convenience sampling and the questionnaires were in English, though, in some cases, questionnaires were translated into Bengali. The future study may be carried out on factors that motivate different age groups to make a visit there, in addition, tourism effects on environment, economic impact of tourism on local community.

CONCLUSION AND RECOMMENDATIONS:

The study was conducted to explore the limitations and challenges of Atghar Kuriana and Vimruli as a sustainable tourism destination and what can be done; To identify the demographic profiles of the visitors and "how does local community recognize the tourism"? The major challenges lie in sustaining the guava garden, the management of this destination, sanitation facilities, ensuring hygienic and quality restaurants, cottage, entertainment both for children and adult as well as safety security systems. The Sustainability of this destination largely depends on how well we nurture the unique features of this destination and deal with tourism. A number of recommendations has been made in this study that can substantially enhance the ability of this destination to handle the demands of tourists, local communities in addition to owners along with ensuring the sustainability of this destination. The recommendations are:

- 1) Creating awareness programs on conserving the alluring beauty of this garden, cultural phenomena, and environmental effect of tourism related activities for both visitors and the local communities.
- 2) Digging and renovating canals so that the flow of water can remain throughout the year and tourists can enjoy the divine beauty across the year.

- 3) Improving sanitation facilities, especially setting up a wash block at every point, ensuring fresh drinking water, giving a number of dustbins and developing sewerage disposal system.
- 4) Promoting using a well-developed message on this destination on electronic, print and social media extensively and information about all dimensions of travel must be made available to tourist to visit this destination.
- 5) Introducing soundless houseboats, many kinds of riding especially for children and teenagers, surfing and fishing facilities, setting up a zoo, picnic spots, parks and enough entertainment facilities.
- 6) Building enough standard restaurants and cottages considering environmental impact
- 7) Law and order enforcing agency must be cautious so that nothing unpleasant can happen there especially eve teasing.
- 8) Developing communication system, such as repairing link roads around the garden, especially roads connected Kuriana to Vimruli, Jhindhakathi to Vimruli including culverts as well as internet connection.
- 9) Tourism activities there must be incorporated into the board development strategies of this region that will have a primary focus on local community, local Administrations and private firm's active participation. Besides, they need to work together to regulate activities related to tourism there.
- 10) Helping guava farmers like training on multi usages of guava, preserving guava for a long period, free distribution of fertilizers and insecticides among farmers, providing interest free loan to farmers and developing communication system along with a marketing system to ensure a justified price for farmers.

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CONFLICTS OF INTEREST:

The author declares that there is no conflict of interest regarding the publication of this manuscript.

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