



## RESEARCH NOTE

# Critical analysis of Cox's Bazar as a tourist destination in Bangladesh: An analysis of tourists' response

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### Abstract

The students of University of Bottola conducted a field research in Cox's Bazar and Moheshkhali Island on January, 2015. The significant benefit of this survey was to expand our knowledge on socio-economic and environmental condition of Cox's Bazar, and to explore the existing conditions and development potentiality of tourism in hilly and coastal areas such as the Cox's Bazar. In this report, we represented our experience and acquired knowledge systematically through maps, tables, graphs and photographs in each chapter. After analyzing the data, the study identified some problems and also gave recommendations to minimize the problems. It is hoped that this study will act as a conceptual framework for the future planning of Cox's Bazar as a tourist destination.

**Keywords:** development potentiality, environmental conditions, man-environment relations, tourism, tourist destination, tourist responses

### Introduction

Globalizations, association of populations, and improve in communication technology have helped to expand tourism into world's largest industries (WTTC, 2010; Allen, 1988; Andriotis, 2003) whereas the tourism puts to grow over the next 10 years (Akis et al., 1996; Butler, 1980; UNEP Division of Technology, Industry and Economics, 2006). The students of the University of Bottola had a research trip to Cox's Bazar and Moheshkhali Island. The Cox's Bazar has beaches of Labonee, Kalatoli, Himchari and Innani are particularly heavily visited-Labonee beach is reportedly one of the most heavily visited tourist destination in the country (Daily maximum visitors as high as 30,000) (Islam, 2009; Coastal Zone Policy, 2005). However, tourism's unplanned growth has undesirable side-effects have led to the growing concern for the conservation and preservation of natural resources, human well-being and the long-term economic viability of communities (Akis et al., 1996; Butler & Boyd, 2000; Ap J, 1990). The study made it successful along with our supervisors. The supervisors guided throughout the study tour and also supervised the study fairly in many aspects. There are two objective of the study. It is mandatory for the students to attain sufficient experience in data collection of practical field work in order to gain first hand skill in socio-economic survey. The specific objectives are as follows- 1) to know the Land and people of Cox's Bazar, 2) to know the socio economic condition of the people of Cox's Bazar, 3) tribes and their culture, 4) to know the physical and environmental aspects of Cox's Bazar area, 5) to know the physical aspects of coastal island (Maheshkhali island), 6) to explore the present condition & development potentiality of tourism in Hilly and coastal area, 7) to know about the visitors personal information like, respondent age, occupation, educational qualification, monthly income, total no. of family members of

respondents and no. of family member with respondent, 8) to understand about the expenditure of visitors like, days spent in Cox's Bazar, food expenditure per day, accommodation expenditure and nature of food expenditure, 9) to know mean of transportation, 10) to about favorable season for visit, purpose of visiting Cox's bazaar, days spent place of stay and main attraction place, 11) rating of Cox's bazaar as a tourist spot, and 12) to investigate the tourist potentiality of the Cox's Bazar. The way of study tour is completely different than any other discipline. The study analyze everything is based on its location and resources. It is known that research trip is an essential task for the study. The way of study is completely different than the other discipline. The curriculum is based on practical analysis rather than descriptive method. The students need more practical knowledge in all aspects. Usually as a student of University of Bottola the student get a yearly research trip somewhere around here in Bangladesh.

## Methodology

To fulfill the goal of the research, on the basis of the nature and objectives of the research, different methods have been followed. Those are- a. methods of data collection, and b. interpreting collected data and analyzing the objectives & related facts. The most commonly used method of collecting data is the: 1) Visual observation: Data mainly collected by using self administered questions along with the visual observation, 2) Interview: The interview method conducted by interviewers in a face to face situation with the respondents. Respondents are asked questions, closed-or open-ended or of the mixed type. Other means of collecting information include the use of secondary sources, such as – Census, District Gadget, Official records, Local publications and Journals. For socio economic data collection the study followed the Questionnaire is both open and closed structured. We have surveyed on 385 samples. To analyze the collected data, team group discussion was the main. Different Photographs, Survey were also mentionable to have proper knowledge about the study sites. Different satellite image, photograph, field data & various secondary data were used to have a generalized the knowledge of the study sites. Visual observation and Team Group discussion, helped to prepare a guide line, Supervisors advice and Guide line also followed. To manipulate the data for socio economic analysis the statistical methods are used. And for representation Ms-word, Ms-excel application software has been used .Arc – view software is used. The study also followed international color scheme to produce.

## Study area

Some specific selected places have observed to evaluate knowledge within a short time. The places are- Cox's Bazar Sadar Upazila (Cox's Bazar District), Cox's Bazar Sea Beach, Enani Sea Beach, Himchhari and Maheshkhali Island (CWBMP, 2006). Cox's Bazar is one of the most attractive tourist spots in the world (Land Use Policy 2001; National Tourism Policy 1992 and 2009). The warm, shark free, waters are good for bathing and swimming & while the sandy beaches offer opportunities for sun. The beauty of the setting-sun behind the waves of the sea is simply captivating. Miles of golden sands, towering cliffs, surfing waves, rare conch shells, colorful Pagodas, Buddhist Temples and delightful sea-food - all this makes what Cox's Bazar is today, the tourist capital of Bangladesh. The World's longest uninterrupted (120 km) beach slopes here down to the blue waters of the Bay of Bengal against the picturesque background of a chain of hills covered with deep green forests. Cox's Bazar District is bounded by chittagong district on the north, bay of bengal on the south, bandarban district, Arakan (Myanmar) and the naf river on the east, the Bay of Bengal on the west. Total area of Cox's Bazar District is 2491.86 sq km (Siddiqi, 2006). Cox's Bazar thana was established in 1854 and Cox's Bazar Subdivision was formed comprising of Cox's Bazar sadar, Chakoria, Maheshkhali and Teknaf thanas. Afterwards three new thanas were constituted under this subdivision such as Ukhia, Kutubdia and Ramu. Under the decentralisation scheme the thanas were transformed into upazilas and the Cox's Bazar subdivision was elevated to a district in 1984 (WTO, 2002). It consists of 7 upazilas, 3 municipalities, 27 wards, 58 mahallas, 67 union

parishads, 199 mouzas and 975 villages. The upazilas are Cox's Bazar Sadar, Chakoria, Maheskhali, Teknaf, Ramu, Kutubdia and Ukhia.



**Figure 1.** Location of Cox's Bazar

## Result and discussion

The findings of our study on 385 samples according to our objectives can be categories into followings:

### *Personal information*

The personal information about the tourist include age, educational qualification, occupation, monthly income ,total number of family member, and origin of respondent.

### *Age of respondent*

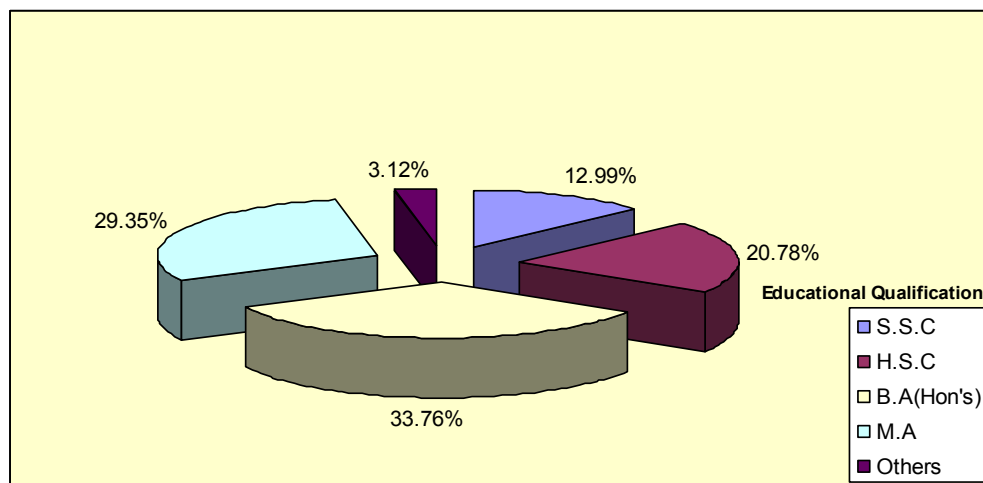
Most of the local tourist was aged 20-29 years but tourists of all ages were present. Young people are mostly interested to visit in this spot.

**Table 1. Age of respondent**

Age group	Frequency	Percentage
20-29	174	45.19
30-39	134	34.80
40-49	53	13.77
50+	24	6.23
Total	385	100

*Educational qualification*

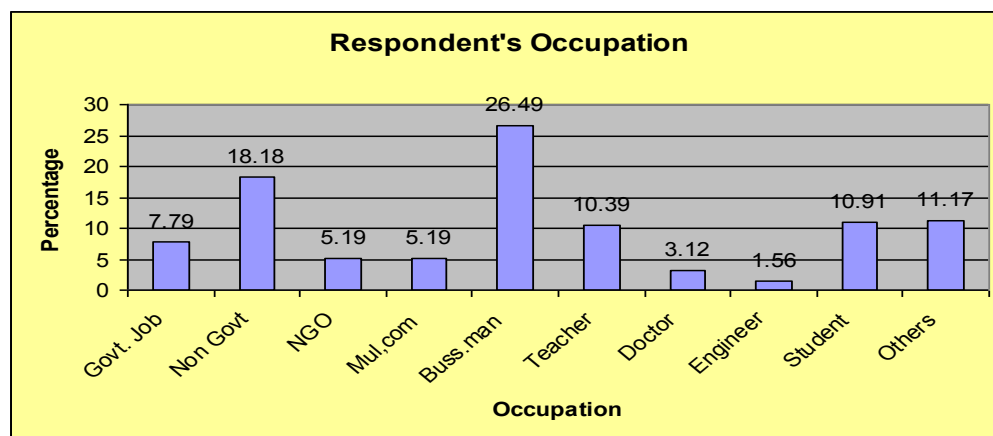
Educated persons were dominated tourist in Cox’s Bazaar. Educated person were dominated tourist in Cox’s Bazaar. People of higher education were noticeable tourist. Most of the tourist were graduate and masters. Only a few number of illiterate people were visited that spot.



**Figure 2. Educational qualification**

*Occupation of respondent*

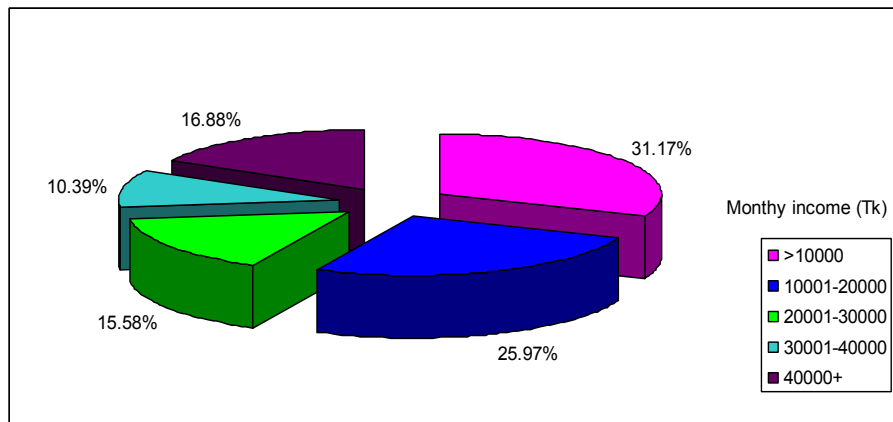
All types’ people were visited in this site. People of all class were visited in Cox’s Bazaar. Government, non government, businessman, student were most of tourist.



**Figure 3. Respondent's occupation**

*Monthly income of respondent*

Middle class and higher class people visit this site. Lower income level people were very few. About 30% of people were under income of less than 10000.



**Figure 4.** Monthly income of respondent

*Total number of family member*

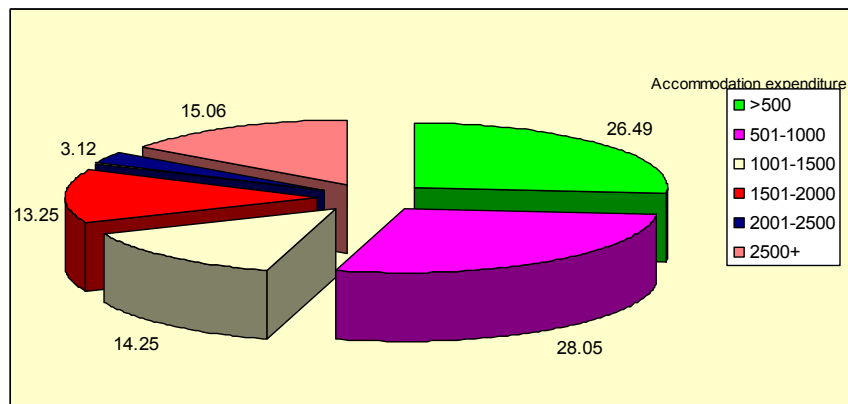
People of higher family member were noticeable tourist. About 45% of tourist was with the family member of 5 to 8 and about 44% of tourist was with the family member of 1 to 4.

**Table 2.** Total number of family member

Number of family member	Frequency	Percentage
1-4	169	43.90
5-8	174	45.19
9-12	36	9.35
13+	6	1.56
Total	385	100%

*Accommodation expenditure*

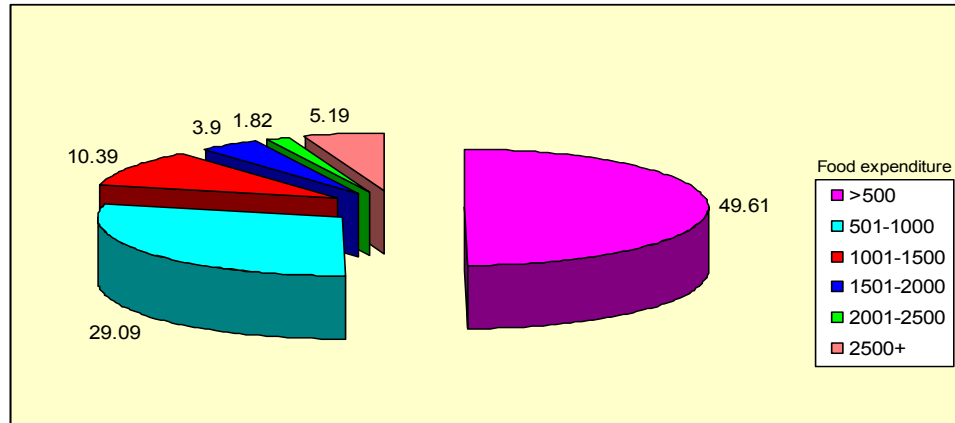
Accommodation expenditure is relatively higher than the normal cost. People have to face about more than 500 taka to stay in Cox's Bazar for one day.



**Figure 5.** Accommodation expenditure

### *Food expenditure*

In addition to higher accommodation cost in Cox's Bazar, tourists have to spend higher food expenses. It is also higher than the normal food expenditure.



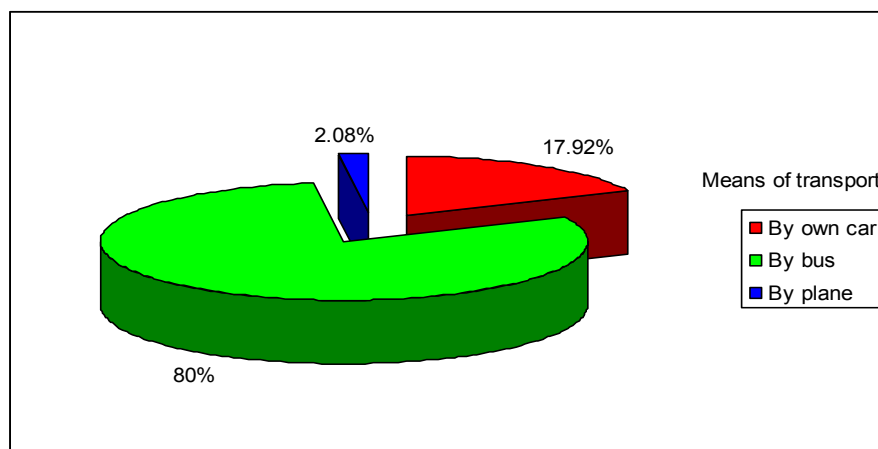
**Figure 6.** *Food expenditure*

### *Cox's Bazar as tourist spot*

The evaluation of Cox's Bazar as a tourist spot has been conducted on the basis of tourist's opinion. This can be analyzed by following titles:

#### *Means of transport*

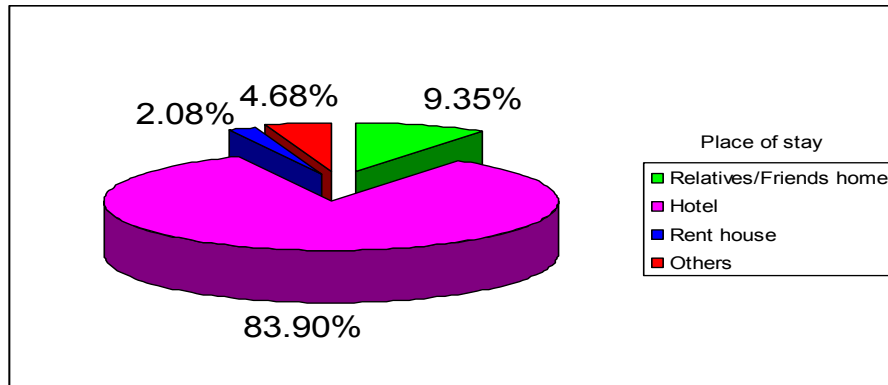
Most of the tourist visit Cox's Bazar by means of bus. About 80% of tourist's come the site by bus. But people also visit by mean of plane or their own car.



**Figure 7.** *Means of transport*

#### *Place of stay*

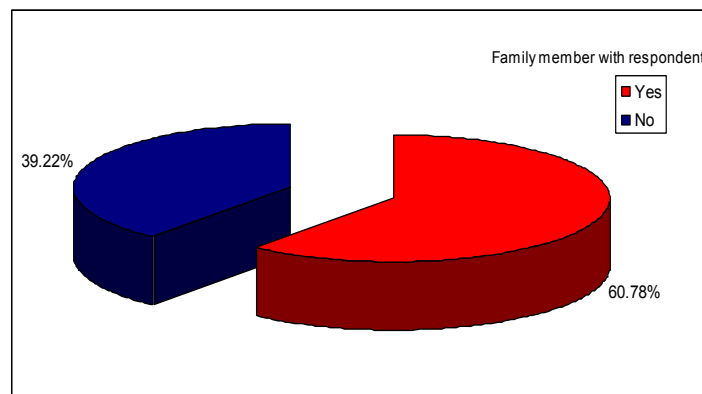
About 83% of the tourist stay in hotel while visit in Cox's Bazar. People also stay in relatives or friends home, rent house and other places.



**Figure 8.** *Place of stay*

*Family member with respondent*

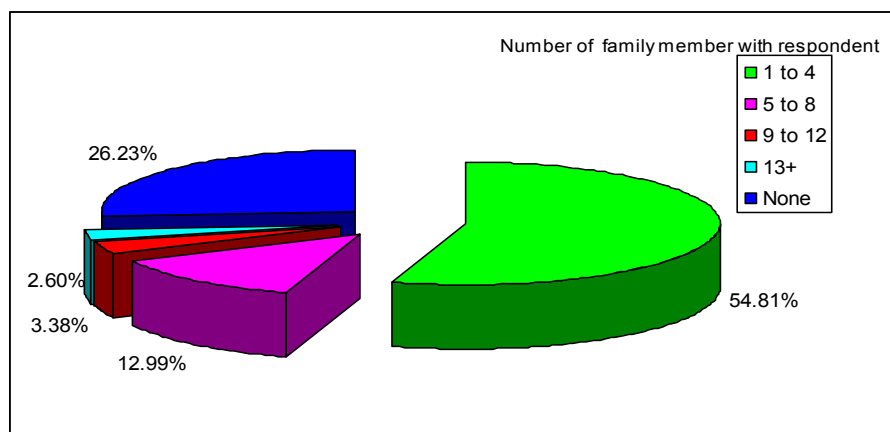
Peoples are mostly interested to visit in this spot with their family members. About 60% of tourists were visited in this spot with their family members.



**Figure 9.** *Family members with respondent*

*Number of family member with respondent*

About 54% of tourist were with their family member of 1 to 4, and 25% of tourist were except their family members.



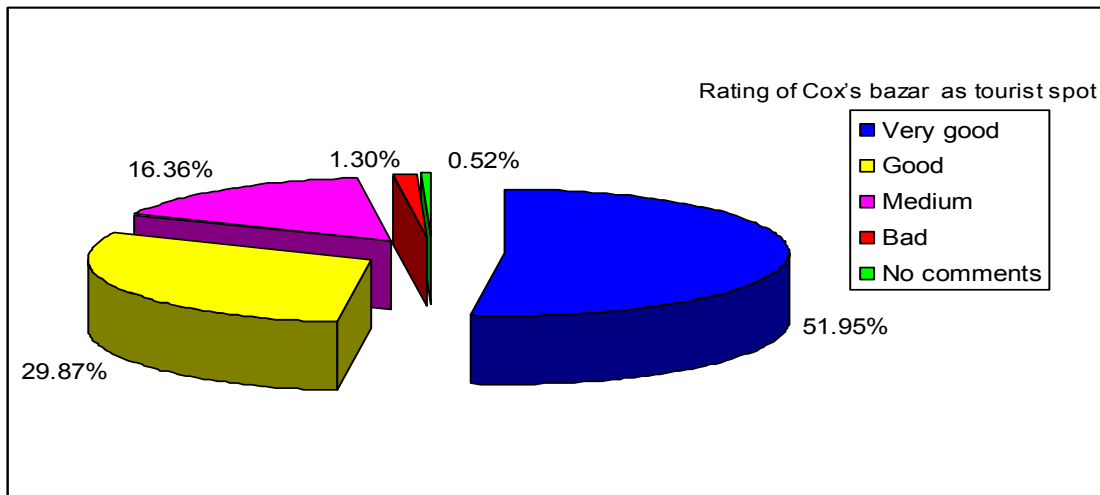
**Figure 10.** *Number of family member with respondent*

### *Tourist's opinion*

The qualitative data have been mentioned in this heading which was based on as the tourist has stated while research has been conducted.

### *Rating of Cox's Bazar as a tourist spot*

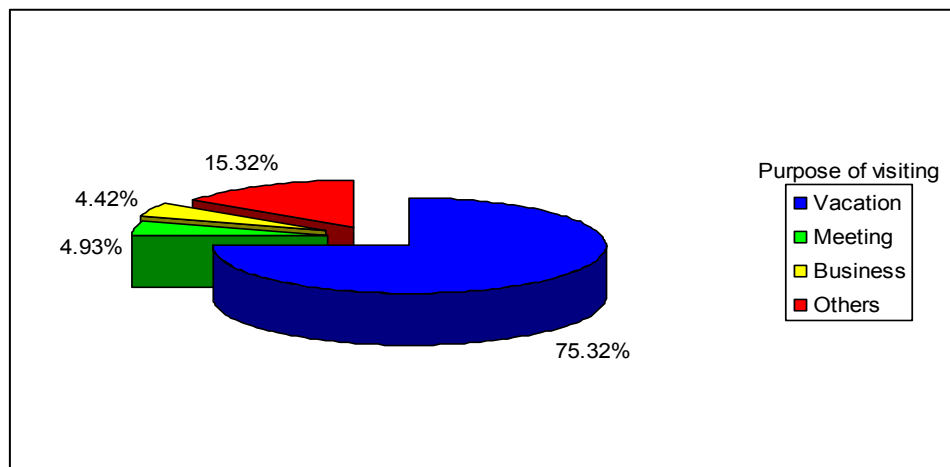
Cox's Bazar is a very good as tourist spot according to 52 % of tourist. People like to visit this spot.



**Figure 11.** *Rating of Cox's Bazar as tourist spot*

### *Purpose of visiting*

About 75% of tourist come to cox's bazar to spend their vacation. But people also visit this for another purpose.



**Figure 12.** *Purpose of visiting*



### Attraction of Cox's Bazar

Cox's Bazar is very favorable tourist spot for its long natural sea beach. About 88% tourists are attracted by this sea beach. But st. Martin also good place to visit

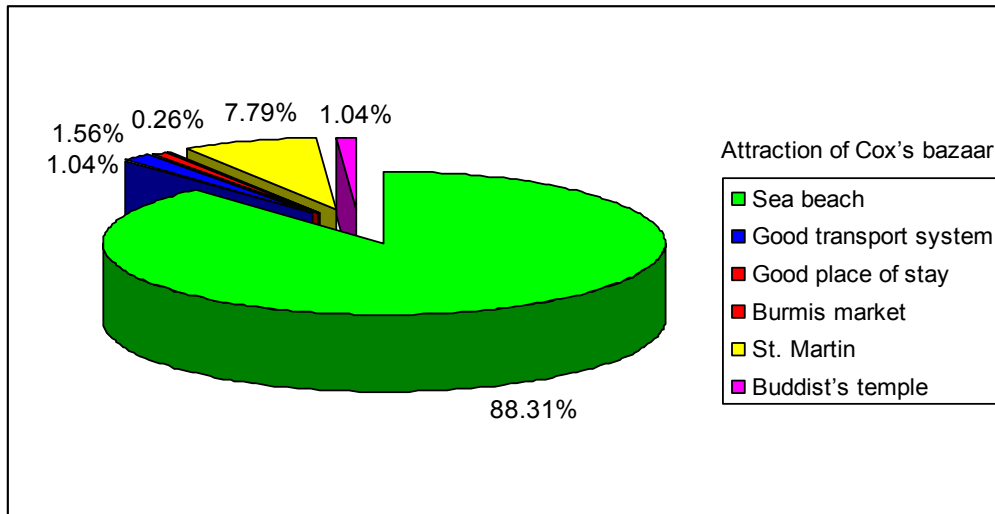


Figure 13. Attraction of Cox's Bazar

### Conclusion

The respected supervisors guided us throughout the tour and supervised us fairly in many aspects. We are so grateful to them. Supervisor's who guided and accompanied the research. Naturally mountain, hills, sea beach, island are very attractive to see and gather practical knowledge. To fulfill this purpose a study tour has been arranged January, 2015 in Cox's Bazar and Moheshkhali Island. The major visited sites were Laboni Poin, Enani Beach, Himchhori and Moheshkhali. Geographers always try to find the spatial variation in human life. For the natural beauties of Cox's Bazar, Cox's Bazar becomes one of the most attractive tourist spot of the world. The tropical temperate climate with sudden rain is a great place for the tourist to achieve the great adventure. St. Martin's island is only one coral island in Bangladesh. It is very attractive place for both researchers & tourists. Researchers may observe the vast sea with various physical features along the coast. Tourist may enjoy the beauty of sunset. Geographical combination of various features makes it different as well as the life style of the people. All these above places have great potentiality for tourism.

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