

Proposed Model of Rural Community-Based Tourism: A Way to Achieve Sustainable Development Goals in Bangladesh

Md. Shohel Rana¹, Md. Rowfin Zaman Sarker², Shohel Ahamed², Abu Taher², *

¹ Department of Business Administration, European University of Bangladesh, Dhaka, Bangladesh

² Department of Industrial and Production Engineering, European University of Bangladesh, Dhaka, Bangladesh

*Corresponding author: Abu Taher, e-mail: drtaher@eub.edu.bd

Received: December 23, 2025

Revised: April 5, 2026

Accepted: April 6, 2026

Abstract:

The aim of the research paper is to investigate the association between the Rural Community-Based Tourism (RCBT) exploration and sustainable Development Goals (SDGs) attainment. The rural community-based tourism has gained much attention in present conditions to meet the sustainable development goals in many countries. This descriptive research demonstrated the contribution of rural community-based tourism for developing and implementing strategies and policies to promote SDGs and also sought the forces, opportunities and challenges for achieving SDGs associated with rural community-based tourism in Bangladesh. There are many historical heritage sites with a diverse range of cultures, traditions, and natural resources in Bangladesh. The proposed model could be used in many studies that analyze different variables of rural community-based tourism that influence in promoting sustainable development goals. The results of the study demonstrated that many activities like poverty, hunger, good health & wellbeing, gender equality, clean water & sanitation, decent work, economic growth, sustainable cities & communities, responsible consumption & production, climate action, life below water, life on land can be integrated with rural community-based tourism to attain the SDGs in Bangladesh. The empirical model also identifies the components of rural community-based tourism that will be able to continue the progress in implementing the SDGs in the right way as well. The overall results will show the rural community-based tourism as a favorable tool that can contribute to promote sustainable development goals in Bangladesh.

Keywords: Rural community-based tourism, sustainable development goals, sustainable tourism, Bangladesh

1. Introduction

Bangladesh is a bid fair country with rich cultural heritage, diverse natural landscapes, tourism products, destinations, and community orientations, which provide a unique opportunity for rural tourism. Rural tourism means tourism activities with the combination of three elements: people, space, and products [1]. Sustainable development in Bangladesh can be achieved through rural community-based tourism (RCBT),

which has become a fundamental strategy in the last decade [2]. Local communities are involved in managing and benefiting from rural community-based tourism activities, which align with various SDGs [3]. Previous research [4] has identified rural tourism features and connections between the rural community and their participation in activities promoting sustainable development goals. RCBT can contribute to sustainable development through the unique

cultural and ecological assets of rural areas, though these rural communities face many obstacles [5]. RCBT can also create new income sources by attracting tourists that can help reduce poverty, and it can generate new jobs for local communities such as guiding tours, providing accommodations, and providing other relevant services [6]. According to Mora [7], by encouraging tourists to experience local food and farming practices, RCBT can boost the demand for locally produced foods, supporting agricultural livelihoods, which often involves community initiatives that can improve food security and nutrition. Tourism can promote physical activities such as hiking, cycling, and other outdoor adventures, benefiting tourists who may invest in better health facilities and services for the tourists and local communities [8].

In Bangladesh, where rural poverty remains a significant concern, rural community-based tourism offers a way to diversify income sources and reduce dependency on agriculture [1]. Research shows that community-based tourism initiatives can lead to increased household income and economic resilience [9]. This aligns with SDG 1 (No Poverty) and SDG 8 (Decent Work and Economic Growth), as it supports economic development and promotes sustainable livelihoods [10]. Rural community-based tourism initiatives often focus on preserving local traditions, customs, and crafts, thus contributing to the conservation of cultural heritage. This aspect of rural community-based tourism supports SDG 11 (Sustainable Cities and Communities) [8]. Bangladesh is also a country of numerous ethnic groups and indigenous communities reside, CBT can facilitate the documentation and celebration of diverse cultural practices, enhancing social cohesion and fostering mutual respect [11]. RCBT in rural areas also promotes environmental conservation by encouraging sustainable practices and raising awareness about the importance of natural resource management [12]. RCBT initiatives often include activities such as wildlife

observation, eco-friendly lodging, and nature conservation projects, which contribute to SDG 12 (responsible consumption and production) and SDG 15 (life on land) [13]. These efforts help protect local ecosystems, reduce environmental degradation, and enhance biodiversity. The involvement of women and marginalized groups in CBT activities is another critical area where this approach aligns with the SDGs. By providing training and opportunities for these groups to participate in tourism enterprises, CBT can contribute to gender equality (SDG 5) and reduce social inequalities [14]. In Bangladesh, where women often face significant barriers to economic participation, rural community-based tourism can offer pathways to empowerment and economic independence [15]. Rural community-based tourism can enhance the resilience of rural communities by diversifying their economic activities and reducing their vulnerability to economic shocks. By fostering local entrepreneurship and building community capacities, RCBT supports SDG 13 (climate action) [16]. This descriptive-based research tries to find out the relationship between rural community-based tourism and sustainable development goals in Bangladesh.

2. Research Objectives

The study mainly conducted with a broad objective to represent the linkage between the rural community-based tourism exploration and sustainable goals attainment. Based on the main objective, it specifies some other objectives as follows:

- To develop a proposed model (Fig. 1) how RCBT contribute to sustainable development;
- To investigate the possibilities, illustrate the SWOT analysis of RCBT and identify the possible beneficiaries from RCBT;
- To recommend the strategies that can be implemented to explore RCBT in Bangladesh and promote sustainable

development goals.

3. A Brief Literature Review

Rural Community-Based Tourism (RCBT) has emerged as a momentous stratagem for promoting sustainable development in rural areas of Bangladesh. This literature review synthesizes results from various research, highlighting the contributions of RCBT to community welfare, community development, economic growth, and environmental sustainability. RCBT is considered as a strategic pattern of tourism which is designed to be sustainable and to benefit the local communities all over the world [13]. It strengthens the connection with local inhabitants in tourism planning, management and development to ensure the economic and social benefits of tourism activities [17]. This innovative approach is not only enhancing local livelihoods but also fosters cultural preservation and environmental stewardship around the world [14]. According to Krittayaruangroj [18] mentioned that CBT can significantly contribute to the sustainable economic development of rural communities by providing direct and indirect employment opportunities, stimulates local businesses, and enhances the income of community members. Another study found that economic contributions are the most significant aspect of rural tourism, with various sub-attributes such as job creation, local business support, reduce poverty and women empowerment [19]. On the other hand, CBT encourages the preservation of local traditions and cultures by promoting cultural exchanges between tourists and residents [20]. According to Dewi [21], RCBT can help to protect natural resources, environmental elements and encourage to promote sustainable development goals by promoting responsible tourism practices. Other studies have shown that rural tourism can contribute to environmental recycle, regeneration, re-use and the conservation of biodiversity, making it a valuable tool for achieving environmental sustainability [22].

RCBT also enhances educational and leisure opportunities, gathers visitors' real experiences, connects them to the local culture and environment, offering residents opportunities for personal and professional development through training and capacity-building initiatives for both tourists and local communities [23].

Despite the benefits of RCBT, it faces several challenges to meet the sustainable development goals. Critics argue that without proper management and planning, CBT can lead to the commodification of culture and environmental degradation [11], [24]. It is indispensable for policymakers, government, researchers and person involve in CBT to address these challenges by executing recommended frameworks that ensure the sustainable development of tourism activities while safeguarding community interests. Understanding the enduring impacts of CBT on rural development, employment creation, economic growth and exploring innovative practices can enhance its effectiveness as a sustainable development strategy. Rural community-based tourism presents a multilayered approach to promoting sustainable development goals in rural areas of Bangladesh [25]. By integrating economic, sociocultural, and environmental dimensions, CBT can significantly improve community welfare and contribute to the broader goals of sustainable development.

4. Research Methods

This is descriptive based qualitative research, used to examine the impact of rural community-based tourism for promoting sustainable development goals in Bangladesh. This methodology involves a combination of mixed approaches designed to capture a comprehensive view of the dynamic forces, challenges, opportunities and threats of RCBT. Hypothetical literature, institutional reports, tourism statistics, and preceding research studies are reviewed in order to contextualize primary research findings

and identify gaps and trends. To enhance and strengthen the findings of initial studies, authors conduct a literature study and analyze primary and secondary data. This empirical research tries to engage the community members over a

collaborative session to gather their perceptions, intentions and overall insights on tourism development and sustainability with considering communities with admiration, understanding local customs, habits and traditions.

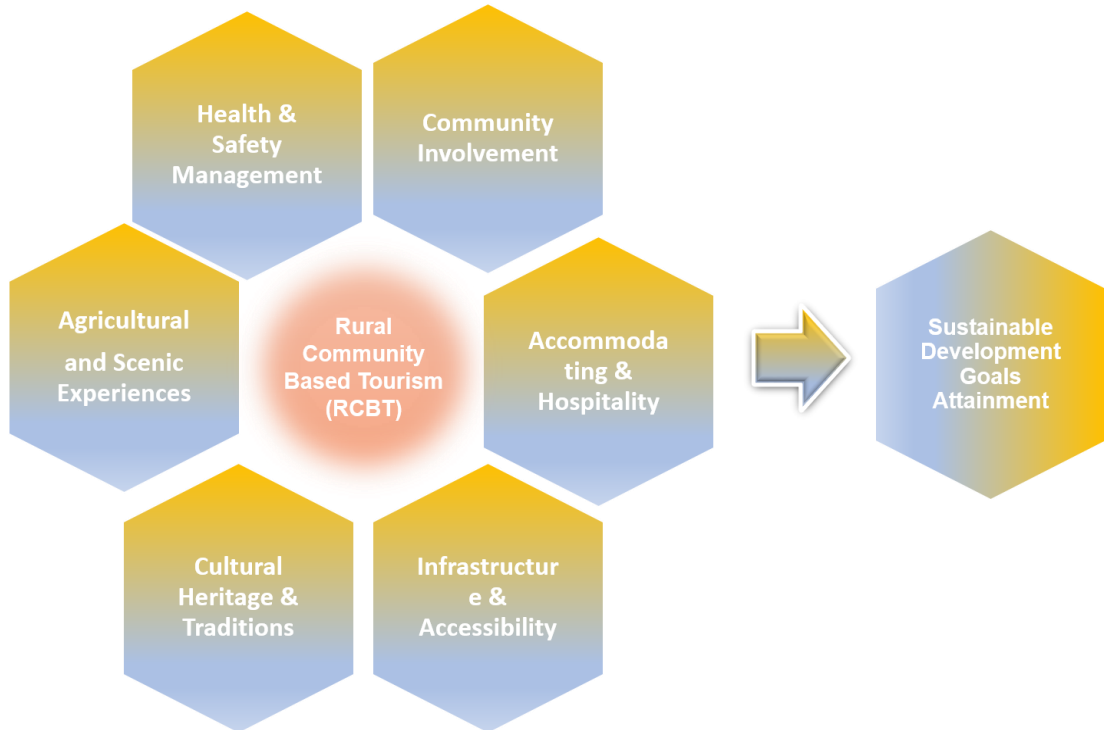


Figure 1: Proposed Model of Rural Community-Based Tourism (RCBT)

Table 01: Elements of RCBT to promote SDGs

Key Focus Points	Solution Explanation
Community Involvement and Engagement	✓ Stakeholder involvement: Engaging local residents, community leaders, and businesses in decision-making and planning processes. ✓ Awareness & education: Educating the community about the benefits and responsibilities of tourism. ✓ Training programs: Providing training on hospitality, tourism management, and cultural preservation. ✓ Skill development: Enhancing skills related to guidance, language proficiency, and customer service.
Cultural Heritage and	✓ Cultural experiences: Offering authentic local experiences such as traditional festivals, crafts, and cuisine.

Traditions	✓ Respect for traditions: Ensuring that tourism activities respect and promote local customs and traditions. ✓ Handicrafts: Supporting the production and sale of local handicrafts and artworks in a large scale. ✓ Traditional music & dance: Incorporating local music and dance among the tourist and local communities.
Natural Resources and Environment	✓ Sustainable practices: Implementing eco-friendly practices to protect local ecosystems and biodiversity. ✓ Waste management: Promoting waste reduction, recycling, reuse and proper disposal. ✓ Ecotourism: Developing green tourism products that highlight natural attractions such as swamplands, forests, rivers & ancient archeology. ✓ Adventure tourism: Offering activities like climbing, bird-watching, boating, trekking, rafting and scuba diving etc.
Infrastructure and Accessibility	✓ Road access: Improving transportation infrastructure to connect rural areas with major urban hubs around the country. ✓ Public transport: Availing public transport options for tourists. ✓ Accommodation: Developing local guesthouses, homestays, and eco-lodges. ✓ Facilities: Providing essential amenities like clean water, drinking water, restrooms, and information centers.
Tourism Marketing and Promotion	✓ Unique identity: Addressing a distinct brand identity for the rural destination based on its unique features and attractions. ✓ Promotional materials: Creating brochures, websites, and social media content to attract tourists nationally/internationally. ✓ Collaborations: Partnering with travel agencies, tour operators, tour organizers and local businesses to promote the local destinations. ✓ Networking: Engaging with tourism networks and organizations to enhance visibility and support for all stakeholders.
Visitor Experience & Management	✓ Customer satisfaction: Ensuring high standards of service to enhance the overall visitor experience. ✓ Feedback mechanisms: Collecting and responding to visitors' feedback to make tourism sustainability. ✓ Health & safety: Executing measures to ensure the health and safety of visitors, travelers, communities and all stakeholders. ✓ Emergency preparedness: Developing a sustainable & effective procedure for handling emergencies, uncertainties and ensuring visitors safety, security and wellbeing.

5. Alignment of RCBT with SDG 1 and SDG 12

The strategic design of RCBT plays crucial role to promote SDGs and strengthen policy alignment. Recent research evidence confirms that this new tourism approach yields measurable socio-economic and environmental benefits.

With SDG 1 (No Poverty): RCBT is acting as a direct catalyst for the alleviation of poverty by generating sustainable livelihoods [26]. Research shows that RCBT models, specifically homestays tourism, paying guest tourism, can lift families out of poverty while retaining local decision making power and overall empowerment [27]. The practical implementation in countries like Bangladesh, Nepal, India, Maldives, and Malaysia demonstrates success through skills training in hospitality and guiding, which creates direct employment and support micro entrepreneurship [28].

With SDG 12 (Responsible Consumption and Production): RCBT also promotes sustainability by linking tourism to local resources [29]. Agro-tourism models that utilize organic farming, minimizing waste generation, promote sustainable supply chains and local products exemplify circular economy principles reducing environmental impact while educating visitors [30]. RCBT concept also empowering local communities to preserve cultural heritage, optimize production patterns, encouraging environmental conscious visitor behavior and ensure long term ecological balance alongside inclusive economic resilience [31].

6. SWOT Analysis and Discussions

Table 02: The SWOT analysis of RCBT to promote SDGs

Strength's analysis of RCBT	
Rich Cultural Heritage	Bangladesh is a country of cultural heritage including ancient architecture, monuments, landscapes, archive materials, works of art, artifacts, folklore, traditions, language, and biodiversity which is great strength for RCBT to promote SDGs [32].
Handicrafts and Art	RCBT provides economic benefits, preserve traditional skills, knowledges through showing traditional crafts (weaving, pottery, and woodwork) that will be helpful for SDGs attainment [6].
Scenic Landscapes	The natural attraction, charming landscapes including rivers, wetlands, and rural farmland are key to developing tourism and SDGs attainment [33].
Rich Biodiversity	Bangladesh also hosts several biodiversity-like plants, animals, birds, mangrove forest (UNESCO world heritage site) which promote tourism and sustainability [34].
Community Participation	CBT initiatives often involve local communities in tourism planning, management and economic growth ensuring benefit and sustainability [20].
Income	RCBT initiatives create job opportunities and stimulate local economies that

Generation	helps in reducing poverty and promoting local entrepreneurship [22].
Cultural Preservation	CBT supports the preservation of local customs and traditions by integrating them into tourism experiences, thereby ensuring their survival for future generations [5].
Eco-Friendly Practices	Another strength of RCBT is that it emphasizes environmental sustainability, eco-friendly accommodations, waste management practices [18].
Government Initiatives	The Bangladesh government and various NGOs support rural tourism development through strategic policies and programs aimed at improving infrastructure and promoting tourism [7].
Training and Development	Numerous programs and projects conducted and provide training local communities how to manage, earn, benefit from tourism effectively [35].
Weaknesses analysis of RCBT	
Inadequate Infrastructure	Lack proper roads and transportation facilities can make the tourist destinations difficult to reach and navigate [6].
Limited Facilities	Lack of adequate accommodation, sanitation, hygienic foods, healthcare facilities in rural areas can deter tourists from visiting [36].
Limited Funding	Insufficient investment in tourism infrastructure and development projects can impede the growth & sustainability of rural tourism [6].
Revenue Leakage	A significant portion of tourism revenue may leak out of the local economy due to the involvement of external tour operators and businesses [6].
Skill Gaps	Local communities may lack the necessary skills and training to effectively manage and operate tourism businesses [3].
Cultural Misunderstanding	Inadequate understanding and respect for local customs and traditions by tourists and operators can lead to cultural clashes [37].
Impact on Ecosystems	Increased tourism activities can lead to environmental degradation, such as pollution and habitat destruction, especially in sensitive areas [24].
Inconsistent Practices	Not all CBT initiatives adhere to sustainable practices, leading to potential long-term environmental impacts [28].
Limited Appeal	Rural destinations may struggle to attract sufficient numbers of tourists due to lack of information, awareness and promotion [38].
Fluctuating Demand	Tourism in rural areas can be highly seasonal, leading to periods of low visitor numbers and unstable income for local businesses [31].
Lack of Enforcement	Inadequate regulations and weak enforcement mechanisms can lead to mismanagement and exploitation in tourism development [27].
Fragmented Efforts	Poor coordination between different stakeholders, including government agencies, NGOs, and local communities, can lead to inefficiencies [1].
Opportunities analysis of RCBT	
Domestic Travel	After the pandemic COVID-19, tourists seek new and less crowded

Trends	destinations which creates the opportunities for rural tourism & change the domestic travel trends [39].
Cultural and Natural Appeal	Another opportunity of rural tourism is unique cultural heritage and natural beauty which attract international tourists seeking authentic and off-the-beaten-path experiences [2].
Unique Traditions & Festivals	Diverse cultural traditions, festivals, and handicrafts of rural Bangladesh can enhance the attractiveness of rural destinations [32].
Protected Areas & Biodiversity	Promoting tourism in protected areas like the Sundarbans, hill tracts can attract enthusiastic tourists [27], [4].
Business Opportunities	Local entrepreneurship in tourism, hospitality, crafts, and tour guiding can stimulate economic growth and create jobs in rural areas [5], [31].
Training Programs	Executing training programs for local communities in hospitality management, sustainable practices, and marketing can enhance their ability to manage tourism initiatives effectively [40], [41].
Government Initiatives	Supportive policies and government initiatives aimed at promoting rural tourism can provide financial incentives, infrastructure development, and promotional activities [42].
Collaborative Projects	Encouraging partnerships between the government, private sector, and NGOs can enhance resources and expertise available for rural tourism projects [8].
Sustainable Tourism Models	Adopting eco-friendly tourism practices can attract environmentally conscious travelers and promote to SDGs attainment [35].
Local Involvement in Conservation	Engaging local communities in conservation efforts and sustainable management of natural resources can enhance the effectiveness of tourism initiatives [4].
Digital Platforms	Utilizing digital platforms for marketing, booking, and virtual tours can expand the reach of rural tourism and attract a global audience [18].
Innovative Solutions	Integrating technology such as mobile apps for local tours and information can enhance the visitor experience and modernize tourism operations [8].
Interactive Experiences	Developing cultural exchange programs that involve interaction between tourists and local communities can enhance cultural understanding and create memorable experiences [43].
Learning Opportunities	Offering educational tours focused on local traditions, conservation, and sustainable practices can attract academic and educational groups [44].
Threats analysis of RCBT	
Environmental Impact	Tourism activity may lead to environmental degradation, pollution, habitat destruction, and overuse of natural resources [3].
Impact on	Climate change may affect weather patterns, alter ecosystems, and increase

Ecosystems	the frequency of natural disasters, which can adversely impact rural tourism sites [45].
Irregular Income	Rural tourism may be highly seasonal, leading to fluctuating income levels and financial uncertainty for local businesses and communities [46].
Market Sensitivity	Rural tourism economies may be vulnerable to economic downturns and fluctuations in tourist spending, which can impact local livelihoods [10].
Cultural Commodification	Tourism may lead to the commercialization and alteration of local traditions and customs, diminishing their authenticity [34].
Cultural Sensitivity	Misunderstandings and conflicts between tourists and local communities can arise, leading to tensions and negative impacts on local cultures [47].
Inconsistent Service Impact	Unreliable service quality and insufficient training for local tourism operators can negatively affect the tourist experience [48].
Unpredictable Conditions	Political instability and unrest can create an unfavorable environment for tourism development and deter potential visitors [49].
Community Tensions	Disputes within communities and tourism operators may interrupt tourism activities and harm the local social norms [50].
Public Health Issues	Health risks, including disease outbreaks and inadequate healthcare facilities, may impact both tourists and local residents [19].
Security Issues	Safety concerns, including crime and inadequate emergency services, may affect tourists' perceptions of safety and security [3].
Increased Competition	Growing competition from other rural destinations or alternative forms of tourism may affect the market share and attractiveness of rural CBT [17].
Evolving Trends	Shifts in tourist preferences and expectations can impact demand for rural tourism experiences and require constant adaptation [18].

7. Beneficial of Rural Community-Based Tourism

Income generation is the first beneficial of RCBT, because the community members can earn revenue through direct participation with tourism activities like guiding, hospitality, selling local crafts or doing other relevant business.

- Rural community-based tourism creates a big job opportunity among the decent areas of Bangladesh like housing, food services, and conveyance which may reduce unemployment and enlightening livings of rural dwellers [51].
- RCBT helps to preserve and promote local ethnicities, festivals, arts, crafts by creating a global market for cultural products and experiences [52].
- RCBT helps to interact with local and foreign tourists by fostering cross cultural exchange, allowing communities to share their heritage and traditions [53].
- Education, training and learning programs associated with RCBT enhance the knowledge, skills, abilities and aptitude which helps to empower the community members to manage, earn and benefit from tourism effectively [54].
- Tourism always creates entrepreneurial and local business opportunities that includes small-medium enterprises and artisans that make benefited the local dwellers.
- Tourism also provides a platform for business viability and economic resilience to diversify products & offerings to explore new revenue streams.

- RCBT also enhances facilities by investing in tourism infrastructure like transportation, environmental development, safety and security establishment and operational efficiency that also make the lifestyle of local dwellers easier and more accessible [55].
- RCBT ensures a large portion of revenue generation for the community and government through taxes, permits, and entrance fees.
- Tourism-related income can be reinvested in community development projects and public services that ensure the quality of life, wellbeing, community identity and community pride.
- Perceptions from RCBT initiatives assist community and government agencies to develop more effective tourism policies and strategies that can ensure cultural & heritage preservation, restoration of historical monuments & inscriptions.
- By the exploration of RCBT, tourists gain ecological-consumerism knowledge & inimitable satisfaction by engaging with local cultures, traditions, customs and natural environments [56].
- By utilizing sustainable techniques, local history, and environmental conservation, RCBT provides educational opportunities and cross-cultural learning.
- Tourists often find personal pleasure in supporting sustainable and community-focused tourism initiatives, contributing to positive social, political, cultural, demographical and environmental impacts.
- RCBT can contribute to the preservation of natural resources, habitats, wildlife & maintain biodiversity through environmental awareness.
- Promoting sustainable tourism practices help minimize environmental degradation, unspoiled lands, cultural integrity, depopulation and socio-cultural stability.

Finally, RCBT initiatives often include community visibility, employment stability, build technological skills & abilities, create leisure &

recreational opportunities, secure health, reduce mental anxieties and nostalgia nurturing [2].

8. Conclusion

Rural community-based tourism (RCBT) represents a promising avenue for fostering sustainable development in Bangladesh's rural areas. By integrating local community engagement, economic growth, and environmental conservation, RCBT can significantly contribute to the holistic development of these regions. RCBT offers substantial economic benefits by creating income-generating opportunities for local communities. The rural community members can spread their earning sources and improve their daily lives by involving themselves in tourism activities like guiding, doing business, hospitality, and arts and crafts directly. A sustainable tourism activity can boost economic extension to local businesses, which can experience sustainable growth over the increasing demand for goods and services. Furthermore, community-based tourism can stimulate infrastructural development, environmental conservation, economic solvency, political awareness, and cultural nurturing, which further can provide the benefits for local enterprises and enhances the quality of local dwellers lives. RCBT also adopts the preservation and promotion of cross-cultural heritage by creating platforms for communities to showcase their traditions, customs, habits, festivals, arts, and crafts. This cross-cultural exchange not only augments the tourist experience but also reinforces the importance of cultural preservation among local populations all over the world. Moreover, RCBT empowers communities by involving them in decision-making processes and tourism management, which strengthens their capacity to influence development outcomes and ensure that tourism benefits are equitably distributed. A fundamental principle of sustainable RCBT is the obligation to reduce the negativity of socio-cultural and environmental impacts. By implementing eco-friendly practices

and promoting conservation efforts, RCBT can help to protect natural resources and biodiversity. On the other hand, taking initiatives like wildlife conservation, sustainable land management, and waste reduction is integral to maintaining the ecological balance of rural areas of Bangladesh.

Additionally, tourism activities can raise environmental awareness among tourists, local communities, and stakeholders, fostering a collective responsibility for ecological stewardship. Despite the potentialities of local community-based tourism in Bangladesh, it faces shortcomings that must be addressed to maximize its overall benefits. These include managing the balance between tourism growth and environmental sustainability, ensuring equitable distribution of tourism benefits, balancing investment, and mitigating the risks of cultural commodification. Effective management strategies, stakeholder collaboration, and continuous monitoring are essential to overcoming these challenges and ensuring that CBT remains a sustainable and beneficial model. For RCBT to thrive, supportive strategies, policies and strategic planning are crucial. Government agencies, NGOs, and local stakeholders must work together to develop and implement policies that can promote sustainable practices, provide capacity-building support, and ensure that local communities have a significant role in tourism development. Investing in infrastructure, education, and marketing can further enhance the attractiveness and viability of rural CBT initiatives. In summary, rural community-based tourism holds noteworthy promise to promote sustainable developments in Bangladesh by delivering social, economic, cultural, and environmental benefits. Through thoughtful planning, community involvement, and supportive policies, RCBT can contribute to the sustainable development of rural areas, enhancing both the quality of life for residents and the experiences of tourists.

9. Recommendations

Based on this descriptive study, several strategic recommendations can be implemented to explore rural community-based tourism (RCBT) in Bangladesh and to promote sustainable development goals (SDGs):

- By involving the community members in the planning and management of tourism initiatives to ensure their needs and preferences are addressed.
- There should provide training and resources to local stakeholders to enhance their skills in tourism management, hospitality, and environmental stewardship.
- To implement sustainable practices in tourism infrastructure, such as waste management, energy efficiency, and water conservation.
- To support initiatives that protect natural habitats and wildlife, integrating conservation into tourism activities.
- To ensure tourism practices respect and promote local traditions, crafts, and festivals, avoiding cultural commodification.
- Should offer tourists genuine cultural experiences that benefit both visitors and local communities.
- To invest in improving transportation infrastructure to increase accessibility to rural tourism sites.
- To develop essential services such as clean water, sanitation, and healthcare facilities in tourist areas.
- Develop marketing strategies that highlight unique aspects of rural tourism, such as local culture, natural beauty, and community experiences.
- To utilize online platforms and social media to reach broader audience and attract tourists to rural areas.
- Foster collaborations between government agencies, private sector players, and local communities to support tourism development and infrastructure projects.

- Should implement the systems to monitor and evaluate the economic, social, and environmental impacts of tourism regularly.
- To establish channels for community feedback to address issues promptly and adapt strategies as needed.
- Use data from impact assessments to refine and adjust tourism practices, ensuring they remain sustainable and beneficial.
- Should develop and enforce policies that promote sustainable tourism practices, protect local cultures, and ensure equitable benefit distribution.
- Should provide incentives for businesses and communities to adopt sustainable practices and invest in tourism infrastructure.
- Should encourage the use of technology to enhance tourism experiences, streamline operations, and manage resources efficiently.

By implementing these recommendations, rural community-based tourism in Bangladesh can be developed sustainably, ensuring economic benefits, cultural preservation, and environmental conservation.

References

- [1] M. Shueb-Ur-Rahman, A. Al Muneem, M. A. R. Avi, and ..., "Can Rural Tourism Promote Sustainable Development Goals? Scoping Rural Tourism Prospects in Rustic Bangladesh," *J. Bus. Stud.*, vol. 11, no. 1, pp. 131–144, 2018, [Online].
- [2] M. R. Islam, "Community-based rural tourism development: a conceptual framework for Bangladesh," *Journal of Service Research*, vol. 1, no. 1, pp. 1–7, 2021, [Online].
- [3] A. J. Spencer and L. M. McBean, "Alignment of tourism investment to the SDGs in Jamaica: an exploratory study," *Worldwide Hospitality and Tourism Themes*, vol. 12, no. 3, pp. 261–274, 2020, doi: 10.1108/WHATT-02-2020-0010.
- [4] H. Goodwin and R. Santilli, "Community-Based Tourism : a success ?," *ICRT Occassional Paper, University of Greenwich*, vol. 11, no. 03.2230.5–001.00, pp. 1–37, 2009.
- [5] J. Zhu, M. Rahmanita, and Zhixue, "Achieving Rural Sustainability through Community-Based Tourism (CBT)," *Advances in Economics, Business and Management Research*, vol. 04, no. Tgdic, pp. 299–306, 2023, doi: 10.2991/978-94-6463-296-5_41.
- [6] F. Y. Habiba, M. Lina, "Community-Based Tourism (CBT): A Community Development Tool," *European Journal of Business and Management*, no. October, 2023, doi: 10.7176/ejbm/15-17-01.
- [7] J. A. Mora, O. Yamova, and T. Murtuzalieva, *Community-Based Tourism as the Leading Approach to the Rural Development*, no. May. Springer International Publishing, 2019. doi: 10.1007/978-3-030-15495-0_51.
- [8] C. J. Moon, "Contributions to the sdgs through social and eco entrepreneurship: New mindsets for sustainable solutions," *Contemporary Issues in Entrepreneurship Research*, vol. 8, pp. 47–68, 2018, doi: 10.1108/S2040-724620180000008008.
- [9] E. Ruiz-Ballesteros and A. del Campo Tejedor, "Community-based tourism as a factor in socio-ecological resilience. economic diversification and community participation in floreana (Galapagos)," *Sustainability (Switzerland)*, vol. 12, no. 11, 2020, doi: 10.3390/su12114724.
- [10] L. A. de Abreu, M. da C. Walkowski, A. R. C. Perinotto, and J. F. da Fonseca, "Community-Based Tourism and Best Practices with the Sustainable Development Goals," *Administrative Sciences*, vol. 14, no. 2, 2024, doi: 10.3390/admsci14020036.
- [11] K. Kayat, "Community-Based Rural Tourism: A Proposed Sustainability Framework," *SHS Web of Conferences*, vol. 12, p. 01010, 2014, doi: 10.1051/shsconf/20141201010.
- [12] I. M. Adikampana, I. N. Sunarta, and N. L. Kerti Pujani, "a Model of Community-Based Rural Tourism Products Development," *Jurnal IPTA*, vol. 7, no. 1, p. 83, 2019, doi: 10.24843/ipta.2019.v07.i01.p11.
- [13] L. O. Juma and A. Khademi-VIDRA, "Community-based tourism and sustainable development of rural regions in Kenya: Perceptions of the citizenry," *Sustainability (Switzerland)*, vol. 11, no. 17, 2019, doi: 10.3390/su11174733.
- [14] S. Zielinski, Y. Jeong, S. Il Kim, and C. B. Milanés, "Why community-based tourism and rural tourism in developing and developed nations

- are treated differently? A review," *Sustainability (Switzerland)*, vol. 12, no. 15, pp. 5–18, 2020, doi: 10.3390/su12155938.
- [15] S. Rana, A. Rahman, M. H. Chowdhury, and A. Al Nafis, "Impact of Microcredit on Socio-Economic Empowerment of Rural Women of Bangladesh : A Study on Kaunia Upazila of Rangpur District," *Multidisciplinary Journal of European University of Bangladesh*, vol. 05, no. January-June, pp. 41–54, 2020, [Online].
- [16] P. A. Johnson, "Realizing Rural CommunityBasedTourism Development: Prospects for Social-EconomyEnterprises," *Journal of Rural and Community Development*, vol. 01, no. 02, pp. 150–162, 2010.
- [17] A. Arintoko, A. A. Ahmad, D. S. Gunawan, and S. Supadi, "Community-based tourism village development strategies: A case of Borobudur tourism village area, Indonesia," *Geojournal of Tourism and Geosites*, vol. 29, no. 2, pp. 398–413, 2020, doi: 10.30892/gtg.29202-477.
- [18] K. Krittayaruangroj, S. Suriyankietkaew, and P. Hallinger, "Research on sustainability in community-based tourism: a bibliometric review and future directions," *Asia Pacific Journal of Tourism Research*, vol. 28, no. 9, pp. 1031–1051, 2023, doi: 10.1080/10941665.2023.2276477.
- [19] Y. L. Liu, J. Te Chiang, and P. F. Ko, "The benefits of tourism for rural community development," *Humanities and Social Sciences Communications*, vol. 10, no. 1, 2023, doi: 10.1057/s41599-023-01610-4.
- [20] I. K. G. Hutnaleontina, P. N., Bendesa, I. K. G. and I. G. W. M. Yasa, "Correlation of community-based tourism with sustainable development to improve community welfare: a review," *International Journal of Applied Sciences in Tourism and Events*, vol. 6, no. 2, pp. 183–193, 2022, doi: 10.31940/ijaste.v6i2.183-193.
- [21] N. I. K. Dewi, I. P. Astawa, I. W. Siwantara, and I. G. A. B. Mataram, "Exploring the potential of cultural villages as a model of community based tourism," *Journal of Physics: Conference Series*, vol. 953, no. 1, 2018, doi: 10.1088/1742-6596/953/1/012072.
- [22] S. K. Saha, M. F. Ahmed, T. K. Roy, and P. K. . Halder, "Community based ecotourism in income generation: a study on the sundarbans adjacent area of Bangladesh," *International Journal of Business, Management and Social Research*, vol. 2, no. 1, pp. 80–91, 2015, doi: 10.18801/ijbmsr.020115.09.
- [23] J. M. López-Sanz, A. Penelas-Leguía, P. Gutiérrez-Rodríguez, and P. Cuesta-Valiño, "Rural Tourism and the Sustainable Development Goals. A Study of the Variables That Most Influence the Behavior of the Tourist," *Frontiers in Psychology*, vol. 12, no. 8, 2021, doi: 10.3389/fpsyg.2021.722973.
- [24] M. A. R. Bolaños, "The Role of Community-based Tourism in Sustainable Rural Development: Case Studies from Ecuador The Role of Community-based Tourism in Sustainable Rural Development: Case Studies from Ecuador," *Journal of Polytechnic University of Catalonia*, vol. 01, no. June, pp. 1–27, 2014, [Online].
- [25] E. U. Jannah, C. Muryani, and M. G. Rindarjono, "Community-Based Tourism Development at Gajah Mungkur Wonogiri Tourist Attraction," *IOP Conference Series: Earth and Environmental Science*, vol. 145, no. 1, 2018, doi: 10.1088/1755-1315/145/1/012017.
- [26] Zhang, Y., Fu, X., Ye, M., Liao, Y., Wang, P., & Zheng, H. (2025). Enhancing tourism's role in alleviating poverty: a bureaucratic approach to implementing SDG1 in China. *Current Issues in Tourism*, 28(21), 3401–3407. <https://doi.org/10.1080/13683500.2024.2410931>.
- [27] Schott, Christian; Pasanchay, Khamsavay (2025). Community-based tourism homestays' capacity to advance the Sustainable Development Goals: A holistic sustainable livelihood perspective. Open Access Te Herenga Waka-Victoria University of Wellington. Journal contribution. <https://doi.org/10.25455/wgtn.29641703>.
- [28] UN. (2025). Community-based tourism in Jaflong: creating jobs and nurturing nature. Published on 08 November 2025. <https://bangladesh.un.org/bn/node/304952>.
- [29] Sulistyan, R. B. (2025). From Farm to Community: Evaluating Social Sustainability in Organic Vegetable-Picking Tourism, Malang City. *PANGRIPTA*, 8(2), 196–212. <https://doi.org/10.58411/80dxhg96>.
- [30] Mutanga CN and Chikuta O (2025) Editorial: Agritourism and local development: innovations, collaborations, and sustainable growth. *Front. Sustain. Tour.* 4:1576829. doi: 10.3389/frsut.2025.1576829.

- [31] Jackson L.A. Community-Based Tourism: A Catalyst for Achieving the United Nations Sustainable Development Goals One and Eight. *Tourism and Hospitality*. 2025; 6(1):29. <https://doi.org/10.3390/tourhosp6010029>.
- [32] F. Fairouz, D. Sikder, G. Kawsar, T. Nabi, and A. Muhit, "Role of Bangladesh National Museum in Preservation of History, Culture and Heritage of Bangladesh," *Asian Journal of Social Sciences and Legal Studies*, vol. 5, no. 6, pp. 277–290, 2023, doi: 10.34104/ajssls.023.02770290.
- [33] L. Vlek, P. L. G., Khamzina, A. & Tamene, "Land degradation and the Sustainable Development Goals : Threats and potential remedies," *CIAT Publication No. 440. International Center for Tropical Agriculture (CIAT), Nairobi, Kenya*, p. 67, 2017.
- [34] J. C. Huang, J. Wang, Q. Nong, and J. F. Xu, "Using a Modified DANP-mV Model to Explore the Improvement Strategy for Sustainable Development of Rural Tourism," *Sustainability (Switzerland)*, vol. 15, no. 3, 2023, doi: 10.3390/su15032371.
- [35] M. Al Mamun Sarker, M. Shohel Rana, S. Shatabdi, A. Alim Roki, and N. Islam, "Impact of Faculty Development and Evaluation Programs for Enlightening Education and Sustainability of the Universities in Bangladesh: A Methodological Study," *Quest Journals Journal of Research in Business and Management*, vol. 9, no. 5, pp. 2347–3002, 2021, [Online]. Available: www.questjournals.org.
- [36] Y. A. Wibowo and L. Ronggowulan, "Potential analysis and community-based sustainable tourism development strategy (a case of kampung menjing, sukoharjo regency, central java, indonesia)," *IOP Conference Series: Earth and Environmental Science*, vol. 683, no. 1, 2021, doi: 10.1088/1755-1315/683/1/012112.
- [37] A. Mustika and M. Khrisna Aditya, "SWOT Analysis of Rural Tourism Development: Case Study of Kampung Tajur, Purwakarta," *Advances in Economics, Business and Management Research*, vol. 52, no. 1ctgtd, pp. 19–28, 2018, doi: 10.2991/ictgtd-18.2018.3.
- [38] F. Xue, "Swot Analysis of Rural Tourism Development in Henan Province Under the Background of Rural Revitalization Strategy," *Social Values and Society*, vol. 1, no. 4, pp. 15–17, 2019, doi: 10.26480/svs.04.2019.15.17.
- [39] A. Vaishar and M. Šťastná, "Impact of the COVID-19 pandemic on rural tourism in Czechia Preliminary considerations," *Current Issues in Tourism*, vol. 25, no. 2, pp. 187–191, 2022, doi: 10.1080/13683500.2020.1839027.
- [40] M. A. Horaira and A. Devi, "Cultural Tourism in Bangladesh, a Potential and Profound Tourism Destination: Developing a Model for Cultural Tourism Development in Bangladesh," *International Tourism and Hospitality Journal*, no. October, 2021, doi: 10.37227/ithj-2021-08-1187/.
- [41] R. Dodds, A. Ali, and K. Galaski, "Mobilizing knowledge: determining key elements for success and pitfalls in developing community-based tourism," *Current Issues in Tourism*, vol. 21, no. 13, pp. 1547–1568, 2018, doi: 10.1080/13683500.2016.1150257.
- [42] C. Liu, X. Dou, J. Li, and L. A. Cai, "Analyzing government role in rural tourism development: An empirical investigation from China," *Journal of Rural Studies*, vol. 79, no. October 2019, pp. 177–188, 2020, doi: 10.1016/j.jrurstud.2020.08.046.
- [43] E. Kastenholtz and W. Gronau, "Enhancing Competences For Co-Creating Appealing and Meaningful Cultural Heritage Experiences in Tourism," *Journal of Hospitality and Tourism Research*, vol. 46, no. 8, pp. 1519–1544, 2022, doi: 10.1177/1096348020951637.
- [44] N. B. Salazar, "Community-based cultural tourism: Issues, threats and opportunities," *Journal of Sustainable Tourism*, vol. 20, no. March 2013, p. 9, 2012.
- [45] G. P. Nyaupane and N. Chhetri, "Vulnerability to climate change of nature-based tourism in the Nepalese Himalayas," *Tourism Geographies*, vol. 11, no. 1, pp. 95–119, 2009, doi: 10.1080/14616680802643359.
- [46] A. Polukhina, M. Sheresheva, M. Efremova, O. Suranova, O. Agalakova, and A. Antonov-ovseenko, "The Concept of Sustainable Rural Tourism Development in the Face of COVID-19 Crisis : Evidence from Russia," *Journal of Risk and Financial Management*, vol. 14, no. 1, pp. 38–57, 2021.
- [47] A. A. Al Haija, "Jordan: Tourism and conflict with local communities," *Habitat International*, vol. 35, no. 1, pp. 93–100, 2011, doi: 10.1016/j.habitatint.2010.04.002.
- [48] G. Prayag, "Assessing international tourists' perceptions of service quality at Air Mauritius,"

- International Journal of Quality and Reliability Management*, vol. 24, no. 5, pp. 492–514, 2007, doi: 10.1108/02656710710748367.
- [49] G. Yap and S. Saha, "Do political instability, terrorism, and corruption have deterring effects on tourism development even in the presence of unesco heritage? A cross-country panel estimate," *Tourism Analysis*, vol. 18, no. 5, pp. 587–599, 2013, doi: 10.3727/108354213X13782245307911.
- [50] P. A. Johnson *et al.*, "Theoretical Approximations to Community-based Tourism: Case Studies from Costa Rica," *Sustainability (Switzerland)*, vol. 12, no. 1, pp. 257–264, 2018, doi: 10.1088/1742-6596/953/1/012072.
- [51] M. R. Islam, "Rural Community-Based Tourism Development in Bangladesh-The Conceptual Issues.pdf," *Journal of Sales, Service and Marketing Research*, vol. 2 Issue 1, no. January-June, pp. 1–7, 2021, [Online].
- [52] Rahman MdH, Tanchangya T, Rahman J, Aktar MostA, Majumder SC. Corporate social responsibility and green financing behavior in Bangladesh: Towards sustainable tourism. *Innovation and Green Development*. 2024;3(3):100133. doi:10.1016/j.igd.2024.100133.
- [53] Sapkota KP. The role of local community in enhancing sustainable community based tourism. *Journal of Electrical Systems*. 2024;20(7s):558-571. doi:10.52783/jes.3360.
- [54] Aunchistha PUDBA. Resilience and reinvention: knowledge management strategies for community-based tourism in Post-Pandemic Thailand. *Sustainable Futures*. 2025;9:100772. doi:10.1016/j.sfr.2025.100772.
- [55] Pathan MD. Community-based tourism and women's micro-entrepreneurship in the Haor Basin of Bangladesh: Navigating empowerment, gendered barriers, and ecological vulnerability. *Journal of Tourism Theory and Research*. 2026;12(1):22-35. doi:10.24288/jtr.1842850.
- [56] Godovykh M, Fyall A, Pizam A. Exploring the Impacts of tourism on the Well-Being of Local Communities. *Sustainability*. 2025;17(13):5849. doi:10.3390/su17135849.