

Chapter 16


The Future of Adventure Tourism in Bangladesh

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ABSTRACT

This chapter looks at how adventure tourism is developing in Bangladesh, its obstacles, and its bright potential. Using secondary data related to adventure tourism in Bangladesh, a fast-growing industry globally, mostly because of the country's varied natural environments, including tranquil river deltas, verdant hills, and immaculate beaches. Trekking, water sports, and cultural excursions are among the exciting activities that may be undertaken against the captivating backdrop of these natural resources and a diverse cultural tapestry. Local stakeholders and community involvement further enhance adventure tourism's possibilities for sustainable development. This chapter delves further into these dynamics, providing ideas for overcoming obstacles and realizing Bangladesh's potential as a destination for adventure tourism. Bangladesh may establish a strong reputation as a leading destination for intrepid tourists looking for genuine and one-of-a-kind experiences by filling up infrastructure deficiencies, strengthening security protocols, and emphasizing environmental conservation.

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INTRODUCTION

Due to its broad spectrum of target audiences, tourism has witnessed fast change in recent years (Roy & Saha, 2021). The tourist industry has developed a wide range of methods to meet this demand, which always justifies the creation of new tourism-related sectors (Talukder & Muhsina, 2024). Thus, one of the innovations that has gained tremendous commercial importance in recent decades is adventure tourism (Nekmahmud & Hassan, 2021). The popularity of adventure travel is rising quickly as more people look for vacation options beyond the standard beach getaway. While the activities associated with adventure tourism might vary from person to person, in the modern world, hiking, mountaineering excursions, bungee jumping, scuba diving, and rock climbing are commonly mentioned as examples of such activities (Bhadra, 2020). Because of the rise in tourism, South Asian nations like Bangladesh, India, and Nepal have seen consistent economic growth. Several of these nations have sizable tourist economies across various industries, but due to weak economic growth, the adventure tourism industry appears to lag (Amin, 2021). Due to the region's natural riches and large youth population, adventure tourism has much potential to grow in this area (Deb et al., 2024). Despite many potential resources, Bangladesh has not yet seen growth in adventure tourism. The southern region is endowed with the longest sea beach in the Bay of Bengal, and its pristine northern scenery makes it a prime location for the growth of adventure tourism (Kumar et al., 2024). Growth is a broad concept; the author's theme is the growth of adventure tourism in southern Bangladesh, particularly in Cox's Bazar and on Saint Martin Island (Vinokurova & Novgorodov, 2024). The thesis focuses on determining whether adventure tourism can be developed and describing the steps involved. Furthermore, the thesis examined opportunities, challenges, and dangers to the growth of adventure tourism (Wajeeh & Noorani, 2024).

A significant part of the global economy and growth is tourism. Numerous studies have been conducted to examine Bangladesh's potential for tourism development. The government of Bangladesh has attempted to make significant investments in the growth of infrastructure, national airlines, and general tourism in the nation, according to the Strategic Master Plan for Tourism in Bangladesh (Schmidt Rojas et al., 2024). To accomplish the policy objectives and provide a decent return on investment, these investments must be adequately supported by efficient management and marketing initiatives (Pannell Kerr Forster Associate, 1998). As a potential substitute for exports, the tourist sector boosts the economy by generating jobs, spurring the expansion of associated enterprises, and lowering the poverty rate (Khondker & Ahsan, 2015). Tourism and visitor arrivals benefit from any government or tourism authority program (Karambakuwa et al., 2011). For foreign visitors to Bangladesh, the country's natural beauty scored top, followed by service costs,

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