

ASERS

# Journal of Environmental Management and Tourism

Quarterly

Volume XIV

Issue 8(72)

Winter 2023

ISSN 2068 – 7729

Journal DOI

<https://doi.org/10.14505/jemt>

 **ASERS**  
Publishing



Editor in Chief:

**Ramona Pirvu,**  
University of Craiova, Romania

Co-Editor:

**Cristina Mihaela Barbu,**  
Spiru Haret University, Romania

**Editorial Advisory Board:**

**Omran Abdelnaser,** University Sains  
Malaysia, Malaysia

**Huong Ha,** Singapore University of Social  
Sciences, Singapore

**Harjeet Kaur,** HELP University College,  
Malaysia

**Janusz Grabara,** Czestochowa University of  
Technology, Poland

**Vicky Katsoni,** Technological Educational  
Institute of Athens, Greece

**Sebastian Kot,** Czestochowa University of  
Technology, The Institute of Logistics and  
International Management, Poland

**Andreea Marin-Pantelescu,** Academy of  
Economic Studies Bucharest, Romania

**Piotr Misztal,** The Jan Kochanowski  
University in Kielce, Faculty of Management  
and Administration, Poland

**Agnieszka Mroziak,** Faculty of Biology and  
Environmental Protection, University of  
Silesia, Katowice, Poland

**Chuen-Chee Pek,** Nottingham University  
Business School, Malaysia

**Roberta De Santis,** LUISS University, Italy

**Fabio Gaetano Santeramo,** University of  
Foggia, Italy

**Dan Seligteanu,** University of Craiova,  
Romania

**Lesia Kucher,** Lviv Polytechnic National  
University, Ukraine

**Lóránt Dénes Dávid,** Eötvös Loránd  
University, Hungary

**Laura Ungureanu,** Spiru Haret University,  
Romania

**Sergey Evgenievich Barykin,** Peter the  
Great St. Petersburg Polytechnic University,  
Russian Federation

**Omar Abedalla Alananzeh,** Faculty of  
Tourism and Hotel Management, Yarmouk  
University, Jordan

**Marco Martins,** Polytechnic Institute of  
Tomar, Portugal

**Konstantinos Antoniadis,** University of  
Macedonia Thessaloniki, Greece

ASERS Publishing

<http://www.asers.eu/asers-publishing>

ISSN 2068 – 7729

Journal DOI: <https://doi.org/10.14505/ijemt>

## Table of Contents:

1	<b>How Moroccan Film Destination Attracts More Tourists</b> M'barek ALHADDAR, Harshavardhan Reddy KUMMITHA	2981
2	<b>Impacts of Tourism on Development of Urban Areas in Indian Cities: A Systematic Literature Review</b> Vivek AHIRWAR, Rhitwik GUPTA, Ashwani KUMAR	2993
3	<b>Awareness and Perception Toward Heritage, Life, and Tourism in Converting Tourism Area</b> Ali S. HYASAT	3006
4	<b>Development of Urban Tourism along the Seaside Resort Town of Limbe in Cameroon</b> Amélie-Emmanuelle MAYI, Gilbert FONDZE BAMBOYE, Terence NCHA NDOUMBE	3019
5	<b>Creating Service with Thai Hospitality: What Does Service Providers Highlight for Hotel Service in Thailand?</b> Manisa PIUCHAN	3034
6	<b>Perceived Benefits of Micro and Small Enterprises in Developing Pro-poor Tourism</b> Rudrendu RAY, Sazu SARDAR, Fidella Nga Huong TIEW, Samuel Folorunso ADEYINKA-OJO, Shital Sohani CHITRA, Md. Abdul ALIM, Sanjana SOBHAN	3049
7	<b>The Portrait of Wellness Tourism during the COVID-19 Pandemic in Indonesia. A Case Study of Health Protocol Implementation at Green Kubu Café Bali</b> Putu Eka WIRAWAN, Ni Made Ayu Natih WIDHIARINI, I Nyoman SUDIARTA, Ni Wayan Mega Sari Apri YANI, NURUDDIN	3062
8	<b>Potential of Historic Sites for Independence Struggle as Indonesia's Main Tourism Assets in Padang City</b> Ridho Bayu YEFTERSON, Syafri ANWAR, Siti FATIMAH, Yelda SYAFRINA, Hendra NALDI, Uun LIONAR, Aprizon PUTRA	3069
9	<b>Tourism Development in National Tourism Strategic Areas: Prospects and Local Community Participation</b> Sigit WAHYUDI, Mardiyono MARDIYONO, Ivan SUAIDI, Fiza Hari APRIDANA	3078
10	<b>Factors Influencing Decision Making to Revisit Japan of the Thai Bangkokian Millennial Tourists during Public Holidays</b> Nattada SRIMUK, Therdchai CHOIBAMROONG, Chayapoj LEE-ANANT, Vorada PANPENG, Wallop THONGON	3092
11	<b>Community Empowerment in Tourism Village Areas: Efforts to Maintain the Sustainability of Tourism Activities</b> Eilyn NORMELANI, Deasy ARISANTY, Karunia Puji HASTUTI, Rusma NORTYANI, RUSDIANSYAH	3101
12	<b>Factors Affecting the Development of Community-Based Night Tourism in Vietnam: A Case Study in Sapa-Lao Cai</b> Phan TRINH THI, Nga NGUYEN THI PHUONG, Hao HOANG VAN	3112
13	<b>Integration of Environmental Procedures and Team Cohesion: Survey of Tourism Industries in the Fez Meknes Region</b> Sofya SEFFAR ANDALOUSSI, Mohamed HEMMI	3125

# Call for Papers

## Volume XV, Issue 1(73)

### Journal of Environmental Management and Tourism

**Journal of Environmental Management and Tourism** is an open access, peer-reviewed interdisciplinary research journal, aimed to publish articles and original research papers that contribute to the development of both experimental and theoretical nature in the field of Environmental Management and Tourism Sciences. The Journal publishes original research and seeks to cover a wide range of topics regarding environmental management and engineering, environmental management and health, environmental chemistry, environmental protection technologies (water, air, soil), pollution reduction at source and waste minimization, energy and environment, modelling, simulation and optimization for environmental protection; environmental biotechnology, environmental education and sustainable development, environmental strategies and policies.

Authors are encouraged to submit high quality, original works that discuss the latest developments in environmental management research and application with the certain scope to share experiences and research findings and to stimulate more ideas and useful insights regarding current best-practices and future directions in Environmental Management.

Also, this journal is committed to a broad range of topics regarding Tourism and Travel Management, leisure and recreation studies and the emerging field of event management. It contains both theoretical and applied research papers and encourages obtaining results through collaboration between researchers and those working in the tourism industry.

The journal takes an interdisciplinary approach and includes planning and policy aspects of international, national and regional tourism as well as specific management studies. Case studies are welcomed when the authors indicate the wider applications of their insights or techniques, emphasizing the global perspective of the problem they address.

**Journal of Environmental Management and Tourism** is indexed in RePEc, CEEOL, ProQuest, EBSCO and Cabell Directory databases.

Details regarding the publication in this journal are here: <https://journals.aserspublishing.eu/jemt/about>

**Deadline for submission:** 30<sup>st</sup> January 2024

**Expected publication date:** February 2024

**Website:** <https://journals.aserspublishing.eu/jemt>

**E-mail:** [jemt@aserspublishing.eu](mailto:jemt@aserspublishing.eu)



DOI: [https://doi.org/10.14505/jemt.v14.8\(72\).06](https://doi.org/10.14505/jemt.v14.8(72).06)

## Perceived Benefits of Micro and Small Enterprises in Developing Pro-Poor Tourism

Rudrendu RAY

Department of Marketing, University of Rajshahi, Bangladesh

[rudra@ru.ac.bd](mailto:rudra@ru.ac.bd)

Sazu SARDAR

Department of Tourism and Hospitality Management, University of Rajshahi, Bangladesh

Graduate Fellow, Parks, Recreation, and Tourism Program, Kasetsart University, Bangkok, Thailand

ORCID: 0000-0002-8572-9081

Corresponding author: [sazu.thm@ru.ac.bd](mailto:sazu.thm@ru.ac.bd), [sazu.s@ku.th](mailto:sazu.s@ku.th)

Fidella Nga Huong TIEW

Faculty of Business, Curtin University, Malaysia

[fidella.t@curtin.edu.my](mailto:fidella.t@curtin.edu.my)

Samuel Folorunso ADEYINKA-OJO

Faculty of Business, Curtin University, Malaysia

[samuel.adey@curtin.edu.my](mailto:samuel.adey@curtin.edu.my)

Shital Sohani CHITRA

Department of Marketing, University of Rajshahi, Bangladesh

[shital.sohani@ru.ac.bd](mailto:shital.sohani@ru.ac.bd)

Md. Abdul ALIM

Department of Marketing, University of Rajshahi, Bangladesh

[m\\_alim@ru.ac.bd](mailto:m_alim@ru.ac.bd)

Sanjana SOBHAN

Department of Tourism and Hospitality Management, University of Rajshahi, Bangladesh and

[sanjana.thm@ru.ac.bd](mailto:sanjana.thm@ru.ac.bd)

**Article info:** Received 27 April 2023; Received in revised form 26 May 2023; Accepted for publication 26 October 2023; Published 29 December 2023. Copyright© 2023 The Author(s). Published by ASERS Publishing 2023. This is an open access article distributed under the terms of CC-BY 4.0 license.

**Abstract:** Pro-poor tourism (PPT) is revealed as a significant means of reducing poverty. However, inadequate awareness about the relationship between the poor local communities and the perceived benefits deriving from the tourism MSEs prevents the application of the PPT approach. Thus, using the Theory of Planned Behavior (TPB), this paper examines how tourism Micro and Small Enterprises (MSEs) benefit poor communities. In-depth interviews were conducted to collect data from 25 participants through semi-structured questionnaires and using NVivo12 software data was analyzed. The study found that the economic benefits focus on the standard of living, employment, tourism network and business expansion while social recognition and environmental awareness, which have a big impact on society, are marked as the novel outcomes which trigger the local communities for being engaged in tourism MSEs as non-economic benefits. This study could help the policymakers of developing countries to eradicate poverty and achieve Sustainable Development Goals 1 and 2 (Zero Poverty and No Hunger).

**Keywords:** pro-poor tourism; micro and small enterprises; perceived benefits; local community; theory of planned behaviour.

**JEL Classification:** L83; L26; G41; H70; D11.

### Introduction

Pro-poor tourism is a type of tourism that aims to help underprivileged communities in a given area. Economic, livelihood, and empowerment benefits can all be derived from pro-poor tourism, as well as training and learning

opportunities for the underprivileged population (Briedenhann 2013). According to research, the inescapable connections between tourism businesses and the intrinsic opportunity for low community participation are harmonizing (Page *et al.* 2017). Quality of life can be achieved through PPT, which gives well-being to those who are impoverished along with micro and small businesses in the tourist sector, therefore making it the finest option. According to Alim *et al.* (2022), there is a strong link between the poor and the tourism industry, which is well-recognized from the standpoint of extending the sector's benefits to the disadvantaged community via the PPT strategy. Involving the poor directly in the workforce provides numerous benefits for them, including possibilities for education opportunities, entertainment, medical services, and so on. This kind of connection is crucial for identifying and implementing poverty alleviation initiatives between the poor and tourism businesses in disadvantaged areas (Mao 2015).

To understand the motivations of micro and small businesses in the tourism industry, it is significant to understand the perceived benefits that the impoverished community receives because of their business ventures. In the case of underserved tourist destinations, researchers and tourism-related international organizations have been looking for opportunities for micro and small businesses to function in developing communication opportunities among tourism businesses (Chhetri 2019), tourism with the poor through employment (Saito, *et al.* 2018), and supply of goods and services associated with tourism (Fletcher, Pforr, and Brueckner 2019). However, due to a severe dearth of recent studies it is necessary to address this issue, which can clearly boost the benefits received by the poor. Therefore, experts agree that there has to be a thorough and contextual inquiry into the extents to which the poor communities participate in tourism-related activities (Ray *et al.* 2021).

The Cox's Bazar Sea Beach of Bangladesh is the area of this study, where the locals are trying to get involved in tourism despite their poverty (Ray 2019). This world's longest (120 km) unbroken sandy beach (Hasan, Ray, and Neela 2021; Sardar and Rekha 2016) is located in the country's south and southeast which is linked with the Bay of Bengal. This destination is recognized as the tourism capital of Bangladesh (Hasan, Abdullah, Lew, and Islam 2020; Hossain, Quaddus, and Shanka 2015) as millions of tourists visit every year. Poor locals participate in a variety of tourism-related activities in this area through a number of MSEs serving the tourism industry. Specifically, MSEs in tourism contribute 4.81 percent of Bangladesh's GDP through their involvement in 93.6 percent of the country's enterprises (BBS 2021).

In 2020, tourism sector of Bangladesh expected to employ 3.9 percent of the country's workforce, to make it one of the fastest-growing industries in the country (BBS 2021). But many Bangladeshis live below the poverty line, making them vulnerable to exploitation. Most local areas are disadvantaged in this way because of the perceived benefits of tourism industries. COVID19 epidemic has resulted in an increase in the national poverty rate to 35 percent from 24.3 percent in 2019 (Sardar *et al.* 2022), despite the government of Bangladesh's objective of 18.6 percent by 2020 (BBS, 2021). As a primary way, for understanding the role of MSEs alleviating poverty, this study focuses on the PPT approach. The most underprivileged and vulnerable members of the community are employed by these businesses to diversify their sources of income (Ray 2019). They are able to finance different training programs rather than other necessities that improve their quality of life because of the additional money that is created by this industry (Gössling, Scott, and Hall 2020; Islam and Carlsen 2016). Consequently, the purpose of this study is an investigation into the perceived benefits connected with tourism MSEs and the impact of these benefits on inspiring the host community to be engaged in tourism enterprises for enhancing PPT in developing countries.

## 1. Literature Review

### 1.1 Pro-Poor Tourism

Since the late 1990s, the PPT concept has grown in popularity. It was first introduced to the tourism industry in the middle of the 1980s as a novel concept (Saito *et al.* 2018; Tolkach, Pearlman, and King 2012). The term "pro-poor tourism" refers to the practice of planning a tourist destination's growth in such a way that it will benefit the area's most vulnerable residents by providing work opportunities (Mowforth and Munt 2016). In the world of tourism, Pro-Poor Tourism is not a traditional approach rather it is a strategy for enhancing tourism (Ashley, Boyd, and Goodwin 2000; Tao 2018) and poverty alleviation. It provides opportunities for the poor such as infrastructure in rural areas, employment, and various training programs which have a positive impact on the diversification of livelihoods, and poverty reduction in order to ensure sustainable tourism development (Ashley, Ashley, Goodwin, and Roe 2001). PPT should promote the welfare of the local community, their capacity development, and infrastructure development, when the cooperation of the tourism destination stakeholders is needed in the business, says the director of PPT (Wasudawan and Rahim 2018). An increasing number of multilateral

institutions and development agencies, including both public sector and non-profit organizations (NGOs), are embracing the PPT strategy to combat poverty (Saito *et al.* 2018).

## 1.2 Micro and Small Enterprises in Tourism

Micro and small businesses are critical sources of employment (Casidy and Nyadzayo 2019) and income for many developing countries in the tourism industry (Mao 2015; Mshenga, *et al.* 2010). Rural poverty has been reduced as a result of impoverished people's involvement in tourism-related businesses, according to this research. As a result of tourism businesses' contributions to the local economy, residents' quality of life has improved, resulting in increased employment opportunities and higher income levels. At the same time, the community has attracted significant investment, generating significant tax revenue for the local government, and building out local infrastructure and expanding educational and training opportunities (Mao, *et al.* 2013). Different tourist areas' micro tourism businesses enjoy several benefits over their large-scale counterparts (Borden, Coles, and Shaw 2019). It is possible to satisfy some tourist needs by supplying distinctive products that appeal to the local flavour at the lowest possible cost, as well as transportation that is readily available, because MSEs are well-known in the local distribution network (Cuervo, Cheong, and Themes 2017; Zhao 2009). There are two major ways in which employment in MSEs can be increased: the establishment of new businesses and the expansion of existing businesses.

In contrast, past studies of micro and small tourism companies focused primarily on creating job possibilities, while overlooking the numerous benefits of MSEs in the PPT method (Adeyinka-Ojo 2018; Hasan *et al.* 2023; Page *et al.* 2017; Thomas, Shaw, and Page, 2011). In addition, most of the research focused small and medium firms (SMEs), and highlighted the challenges to success (Cuervo *et al.* 2017; Pyke, Hartwell, Blake, and Hemingway 2016). These studies need to be reproduced in the context of small businesses (Thomas *et al.* 2011; Wasudawan and Rahim 2018). Therefore, future research is required to determine how participation in PPT programs affects the livelihoods of disadvantaged local people due to the perceived benefits of tourist MSEs (Chhetri 2019; Mao 2015; Ray *et al.* 2021). Literature suggests that pro-poor tourism research is quite limited in the context of Bangladesh (Hasan *et al.* 2020; Islam and Carlsen, 2016). There is a lack of specific benefits that local poor people can assume from the PPT approach through tourism enterprises that this study partially expressed from a perspective of poverty alleviation in developing countries (Alim *et al.* 2022; Chhetri 2019; Gonzo 2023) that are greatly needed (Islam and Carlsen 2016; Saayman and Giampiccoli 2016; Saito *et al.* 2018). Thus, this research aims to overcome these gaps by analyzing the perceived benefits that the local poor community gained for being involved in tourism MSEs in case of using the PPT strategy.

## 2. Research Objectives

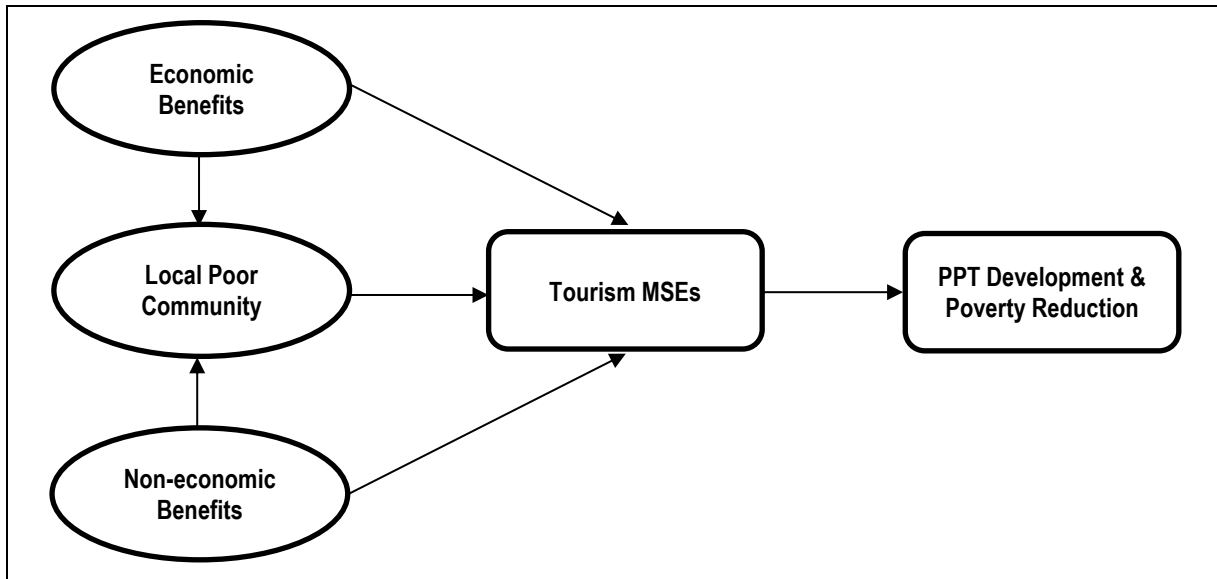
The poor community can be engaged in various tourism activities resulting from pro-poor tourism which provides favourable livelihood opportunities for them. Notably, tourism enterprises can play a key role in the local poor communities as these outlets are looking for manpower without prior experience (Sardar *et al.* 2022). Unfortunately, lack of awareness is commonly found among the poor communities about these opportunities. Thus, the purpose of this study is to examine how micro and small enterprises generate benefits for poor communities as an approach to Pro-Poor tourism. More specifically, this research attempts to identify the advantages of the tourism MSEs for the poor community. Hence, this research addressed the following sub-questions which correspond to the main research objective:

1. What are the benefits that tourism MSEs of the tourism industry provide for poor communities?
2. How might these benefits motivate the communities to get involved in the MSEs of the tourism industry for the successful implementation of the PPT endeavors?

## 3. Proposed Research Framework

In tourism destinations, MSEs are commonly found to offer customized services along with various products in various ways to tourists (Tao, 2018). Basically, the MSEs are owned and operated by the host communities as their livelihoods are easily suited to these services (Cuervo *et al.* 2017; Mao *et al.* 2013; Sardar *et al.* 2022; Wasudawan and Rahim 2018). Tourism MSEs have been identified as a means of achieving the PPT strategy's three key perceived benefits: economic, non-economic, and fostering collaboration and participatory benefits (Ashley *et al.* 2001). PPT strategy to unlock opportunities for the underprivileged local population will be confirmed by this study, which examines how the MSEs are being used by the local community to achieve perceived benefits.

Figure 1. Proposed Research Framework for Tourism MSEs Benefits in PPT Development



Source: Developed By Authors

Theory of Planned Behavior (TPB) along with the PPT strategy provided by Ashley and Roe (2001) has been proposed as the benefits of tourism MSEs for this study. The research framework addresses the relationship between perceived benefits of the tourism Micro and Small Enterprises and PPT development in view of the local poor community incorporation through the creation of awareness about the tourism benefits altogether (See Figure 1). It also identifies how tourism related MSEs might help reduce poverty, and this is a critical component of both the PPT and the emerging field of poverty alleviation.

#### 4. Research Method

Qualitative case studies have been widely employed in the field of tourism research and education (Page *et al.* 2017; Xiong, *et al.* 2023) and this study uses this method as its primary research method. A semi-structured in-depth interview protocol was used to gather primary data from the Cox's Bazar beach destination stakeholders of Bangladesh. Due to the unfamiliarity of the participants before completing this study, snowball sampling was used as a type of deliberate sampling strategy (Aston, Wen, and Yang 2022; Saunders, Lewis, and Thornhill 2012). The researchers submitted official letters outlining the study's goals in order to get the necessary approvals from the appropriate authorities, and they contacted each participant over the phone one day before the interview. Although the in-depth interviews were semi-structured, the participants' profile statements were used to tag several pertinent questions. Specifically, it addressed the study's central difficulty, which allowed participants to predict the questions that would be asked by the researchers. The saturation threshold was reached after 25 interviews with key MSEs in the Cox's Bazar Sea beach area. Table 1 provides the demographic details of the key participants of this study. All 25 full interview transcripts were examined in this study.

##### 4.1 Data Analysis

Data gathered from the in-depth interviews has been analysed using NVivo12 qualitative data analysis software. In order to transcribe the data, this software was used for coding and theme development which corresponded to the research questions and the objectives. Moreover, the researchers used their own analytic rationales to analyse and interpret the interviews (Aston *et al.* 2022; Saunders *et al.* 2012). Several precautions have been taken to guarantee accurate coding and interpretation of the data based on the transcripts. Transcripts of the interviews were sent to the participants so they could double-check their answers.

Table 1. Demographic Profile of the case study participants

Characteristics	N (25)	(%)
<b>Age</b>		
0-20	3	12
21-40 Yrs.	14	56
41+	8	32

Characteristics	N (25)	(%)
<b>Type of Participants</b>		
MSE Investors/Owners	9	36
MSE Employees	4	16
NGOs and Volunteers	2	8

<b>Gender</b>		
Male	22	88
Female	3	12
<b>Marital Status</b>		
Unmarried	7	28
Married	18	72
<b>Education</b>		
Secondary Level	8	32
Higher Secondary Level	9	36
Graduation Level	8	32

Government Agencies	4	16
MSE Co-operative Society	1	4
Community Leaders	1	4
Tourists	2	8
Local Residents	2	8
<b>Employment Status</b>		
Owner	10	40
Full-time	10	40
Part-time	5	20

Source: Filed Study

## 4.2 Research Findings and Discussion

PPT strategy through MSEs at Cox's Bazar Sea beach was adopted in this study as an avenue for the local community to engage in and incorporate PPT strategy under two broad categories suggested by Ashley and Roe (2001): (i) economic benefits and (ii) non-economic benefits. This was done to ensure a constructive and sustainable approach to PPT at Cox's Bazar Sea Beach. The revised categorization of the PPT tactics and the inclusion of social recognition along with environmental awareness in the form of non-economic advantages of tourism MSEs have eliminated certain overlaps noted in (Ashley *et al.* 2001).

### 4.3 Perceived Benefits of Tourism MSEs

#### 4.3.1 Economic Benefits

PPT endeavours to poverty alleviation through tourism are found as a useful choice to the local underprivileged community in Cox's Bazar, Bangladesh, to improve their financial condition and employment opportunities. Although the PPT program is focused on the promotion of sustainable tourism that ensures participation by poor communities, it is clearly stated in the study that their economic benefits are sought to increase. Many participants in the Cox's Bazar Beach tourist MSEs were concerned about the possible economic benefits to the local poor community before getting involved in any of these projects, as evidenced by the results of the interviews.

#### 4.3.2 Improved Standard of Living and Employment Opportunity

The underprivileged local people of Cox's Bazar Beach are enticed to participate in tourism-related activities by the promise of a better quality of living for their families. According to the findings of the in-depth interviews, the poor residents of Cox's Bazar, Bangladesh, are benefiting from the tourist MSEs. A direct correlation was observed between the improvement in the level of living and the earning potential of the impoverished in this area. Tourism MSEs at this site allow the poorest members of the community to meet their needs for food, clothing, shelter, health, education, and entertainment. A key participant asserted a real-life example:

*...I vividly recall the days when my family had to make do with mud and straw huts. In contrast, today's homes are made of wood and corrugated iron, and the landscape has altered.... Although I can afford to take my family out to dinner and a movie, I can only do it to a limited level. (Interview No. 12)*

Particularly, MSEs in tourism have created employment opportunities which have been viewed as one of the major benefits that influence the underprivileged host community to be involved in micro and small enterprises. A large number of manpower is required by the tourism-related MSEs including salesman, producer, supplier, hotel boy, waiter, tourist guides, and so on. Thus, various types of job opportunities are being created because of MSEs in tourism endeavours for the host community at Cox's Bazar Beach. A participant stated in this regard:

*...God has given us this beach location, which provides us with employment opportunities through tourism MSEs, as a gift from the Almighty Even if you're poor and ignorant, tourism MSEs can help you get work. (Interview No. 06)*

It's also been shown that small-scale businesses at Cox's Bazar Beach that specialize in tourism can provide a major boost to the underprivileged local community's livelihood and standard of living. Based on the observations and interviews, it appears that the poorer members of the community are eager to start their own tourism companies at this location. A readymade garment seller was interviewed [Interview No. 08], which provides evidence for this case study to understand how their income went high through launching their own



tourism enterprises which consequently impacted in a positive manner on living standard of their family. One participant at Cox's Bazar expressed views which is consistent with the findings:

*...For eight years in this location, I struggled to make ends meet as an employee of a travel agency on the minimum wage. This new business idea has motivated me since it is a good fit for my skills and interests, which have led me to study business in the past. My clients and I used to have a great working connection. In order to pursue my dream of starting my own business, I took use of the backing of a non-profit organization (NGO).* (Interview No. 19)

Findings show that micro and small enterprises at Cox's Bazar beach generate income which improves the standard of living for the underprivileged local community. As a result of tourism businesses are creating jobs and helping the poor to start their own businesses, the poor community can reap significant benefits that ultimately contribute to economic growth (Çolak, Kiper, and KINGIR 2023; Hasan *et al.* 2021; Mshenga *et al.* 2010). PPT's ability to help the poorest members of the community is enhanced by providing them with employment opportunities (Ashley and Roe 2001; Wasudawan and Rahim, 2018). As a result, it appears that MSEs operating tourism-related enterprises are helping to alleviate poverty in the host community (Ara, Hossain, and Sardar 2020).

#### 4.3.3 Establishing Tourism Network and Expanding Business

It doesn't matter how big or little a business is; every entrepreneur wants to grow it. In Cox's Bazar, tourism MSEs are typically run by the local population with a minimal amount of capital. After meeting their family's necessities, it was difficult to save money while running a business like this. Consequently, small enterprises in the underprivileged population in this tourist hotspot have challenges when growing. It is possible for the underprivileged local community in Cox's Bazar to change its current way of life by leveraging the tourism network. But this will take time and effort on their part to increase and diversify the products offered by existing ventures and eventually introduce new tourist-based businesses. One of the key economic driving forces in the tourism MSEs for the poor local community of this area is the utilization of a tourism network and the expansion of business.

Tourism MSEs profit establish ties with large-scale corporations, which in turn helps them grow their businesses. For the poor local community, MSEs in tourism provide an opportunity to get involved and build relationships with other accessible stakeholders. The participants stated that establishing a relationship with large corporations helps boost sales by ensuring that tourists have a positive impression of the businesses in the area (Hasan *et al.* 2021; Rahman, Carlson, and Chowdhury, 2022). As a result, both sides stand to gain greatly from this partnership. Cox's Bazar beach transport service provider said that:

*...On behalf of all the well-known transportation service providers, we offer tickets on a commission basis. If they open a private counter for these selling activities, they will suffer a variety of fees, including rent, utility costs, and the salaries of their personnel, which would be a financial strain on them.* (Interview No. 19)

Entrepreneurs in the food and beverage industry have similar sentiments about the benefits of partnering with existing companies because of their well-known reputations and the minimum work required. Because of its high quality and well-known brand, PRAN Foods Limited's products are popular among visitors visiting Bangladesh. Most businesses, it has been discovered, form alliances with organizations like these to expand their reach and increase the sales of their products (Casidy, Wymer, and O'Cass 2018). In the long run, the poor residents of this destination profit from this commercial partnership in every way possible, leading to the expansion of their businesses in this location. One of the key informants from Bangladesh Parjatan Corporation (BPC) stated:

*...By working with large corporations and selling their products, the outlet can expand its product line without spending any money, resulting in increased revenue from lower prices. In addition, you will be able to minimize your money risk because the large-scale organization will give the necessary support.* (Interview No. 24)

This study shows that people who participate in MSEs in tourism are enticed by the opportunities for business-to-business liaisons. According to the findings of Khazaei, Elliot, and Joppe (2015), the agreement with various privately owned enterprises via network development among stakeholders has considerably helped the tourist MSEs through the creation of strategic alliances. Several national privately owned enterprises have built close ties with the tourism MSEs, and these organizations are now providing their varied products and services to tourists at a profit. Because the tourists come from all over the world, they like to buy branded goods in addition to locally made ones. As a result, the numerous tourism MSEs and the privately owned large-scale firms at the beach tourism destination profit from commercial linkage. Because of the economic benefits that such an

arrangement provides for PPT's growth, expanding business by establishing business ties at this beach resort appears doable.

#### 4.3.4 Non-Economic Benefits

Non-economic benefits of MSEs in tourism in this destination are just as important as the perceived economic benefits to the poor local population that emerge from tourism. According to existing research, the PPT strategy emphasizes both economic gains for the poorest members of society and improvements to their general well-being (Ashley and Roe 2001). As a result, the role of tourism businesses in reducing poverty in this location is determined to be critical. The following non-economic advantages of tourism participation through MSEs are significant to the local community.

#### 4.3.5 Access to Skills Training and Development

Cox's Bazar beach area NGOs do a variety of initiatives to help alleviate poverty in Bangladesh. BRAC, for example, is a Bangladesh-based international organization that works to improve the quality of services provided by MSEs to tourists by integrating them into the tourism industry. In addition, those who work in tourism-related businesses can learn the ins and outs of running a business and how to approach travelers over time. According to a key informant from BRAC:

*The poor local community is being frustrated daily because of poverty. Proper counseling through training assistance is required to pull them to the mainstream. ...we eventually operate various Skill Development Programs at Cox's Bazar area. ...providing them with technical learning for tourism entrepreneurship in order to make them self-dependent. (Interview No. 25)*

There are many training programs for the owners and personnel of the MSEs in Cox's Bazar beach who are from the poorer communities to promote sustainable tourism development in Bangladesh by the Tour Operators Association of Cox's Bazar (TOAC), a non-profit tourism organization. TOAC supplied a variety of services to one of the interviewees who was a professional photographer. He said:

*TOAC will occasionally conduct training sessions to help us become more effective in our careers. As a non-economic advantage, this training appears to have been quite beneficial. (Interview No. 12)*

Noneconomic benefits of this training and development have been found by MSEs in the tourism industry. To assure the PPT approach at the tourism sites, the impoverished community needs to be trained in capacity building (Ashley *et al.* 2000; Zhao 2009). The employability skills might help the disadvantaged community arrange better livelihood sources is recognized as a non-economic benefit impacting MSEs' participation in tourism activities (Adeyinka-Ojo 2018; Tao 2018). Additionally, this study found that several tourism stakeholders, including NGOs, volunteers, cooperative societies, and the government, organize regular training and development programs for the MSE participants in this area.

#### 4.3.6 Social Recognition

Findings demonstrate that the poor local community in Cox's Bazar, Bangladesh, who are employed in MSEs in tourism, are concerned about social recognition stemming from their contributions at work. One of the non-economic rewards that can be gained by participating in MSEs of tourism ventures is social recognition. Even though the poor community serves tourists in a variety of ways through the MSEs of the destination, the so-called contemporary society fails to properly evaluate this. This research indicated that the poor people in the community experience a variety of difficulties while starting a tourism business in this tourist area, as shown by an interview with an MSE owner who runs a handicraft business (Interview No. 09). In the meantime, small business owners with minimal resources are frequently treated with contempt by the tourism industry's linked stakeholders in this region. However, the tourist MSEs' effective operations and supply of specialized services also acquire them the status of a trusted partner of the related entities. It was found that the disadvantaged community seeks to build goodwill for their business to gain social respect. Non-economic benefits and the PPT approach both acquire traction in this study as a result of tourism MSEs supporting the poor local community for exploration of self-identity over time. Another respondent who has a ready-to-wear clothing shop on the Cox's Bazar beach indicated that:

*...In this coastal town, I began my career as a hawker of clothing goods. As a hawker, I never received any respect from anyone; it seems that contempt was the norm. After realizing that my business has the potential to grow in response to visitor demand, I decided to lease a location for my retail operation. Eventually, I was able to secure my own permanent business, which made a significant difference in how others treated me. (Interview No. 08)*

According to the findings obtained from participant responses, the underprivileged local community in Cox's Bazar considers social recognition to be a problem, which drives them to participate in MSEs in tourism at the beach location. Tourism MSEs are a popular option for the poor because they see it to earn and improve their quality of life at the same time (Mshenga *et al.* 2010). To reduce poverty, the PPT strategy engages the disadvantaged local population in tourism activities (Briedenhann 2013; Wasudawan and Rahim 2018; Hassan and Awan 2023). However, no prior research has examined social recognition as a factor that influences the disadvantaged community's participation in MSEs in the tourism sector. According to the findings of this study, the disadvantaged population is motivated to get involved in tourist MSEs in order to gain social respect. Poor local community members in Cox's Bazar are being recruited to run MSEs in tourism-related activities, which is a promising development for the PPT effort. This non-economic gain leads to the implementation of the PPT technique since the poor local population is motivated towards tourism MSEs.

#### 4.3.7 Regional Socio-Cultural Development

Drug smugglers and suppliers from Myanmar are frequent in most popular tourist destinations of developing countries. Despite the countries tough anti-drug laws, people are engaging in illegal enterprises like drug smuggling to make money. In addition, a popular practice among the locals was to put their children to work rather than send them to school. Interview #13 said that A person engaged in work will not resort to illegal activity for survival and can justify both good and bad actions. Tourism MSEs at this site have been shown to be an important source of income for many of the poorest residents of the town. As a result, involving the local community in this type of work is seen as a considerable non-economic benefit. Beach Management Committee Force (BMCF) of Cox's Bazar beach participant made the following statement:

*... Without food no one can live. Thus, people earn to ensure necessary food for the family at any cost. We might be involved in different kind of activities including drug business, robbery, snatching and so on which are not legal or strictly prohibited in the society if we do not get any work. To some extent these crises have been reduced by the Tourism MSEs. Otherwise, the society could have more violence resulting from the unemployment. (Interview No. 07)*

In addition, a key informant who is a local government authority [Interview No. 18] asserted that a country with indigenous culture can be exhibited distinctively towards the viewers by the tourism MSEs at various destinations. Living in poverty, the multi-cultural inhabitants of Cox's Bazar Beach have developed skills in making a variety of handicrafts. According to the documentation gathered and the observations made on the ground, the handicrafts that have had a substantial impact on reducing poverty in the target area were entirely made by the locals, particularly the poor women. Strong enthusiasm was found among this group of people to improve their circumstances through the involvement in different tourism enterprises. Furthermore, the tourists of this destination might have idea about the traditional products that makes it possible to conserve the native culture spontaneously (Woyo and Musavengane 2023; Zhou, Pu, and Su 2022). A research participant who is a micro enterprise operator at the Cox's Bazar beach stated:

*...It is possible to preserve our culture and demonstrate the diversity of our people because a number of tourism businesses are involved in selling handicrafts and handloom products to tourists... These kinds of things are extremely popular because of their uniqueness. Tourism is a powerful tool for promoting a country's unique social ideals and cultural traditions. (Interview No. 20)*

The results showed that the disadvantaged communities' participation in tourism MSEs that are regarded a non-economic benefit to society results in social stability and the protection of indigenous culture. It was discovered through the case study that the local poor population produces and sells a variety of indigenous products to visitors, preserving its indigenous culture in the process. Fletcher *et al.* (2017) and Maureira and Stenbacka (2015) seem to support this idea that a country's unique character is derived from its indigenous culture, which is then perpetuated through the efforts of tourism enterprises. This case study shows that the local poor population is totally dependent on various tourism MSEs, which greatly reduce poverty while also providing non-economic advantages to the community.

#### 4.3.8 Environmental Awareness

The underprivileged local community sees environmental awareness as a non-economic benefit because it encourages them to participate in tourism MSEs. The poor residents of Cox's Bazar, Bangladesh, are becoming more aware of the importance of conserving natural resources. Many of the disadvantaged people in the area now have jobs, which may have played an important role in tourism. Deforestation in steep places has been a constant problem for the local population of this destination, which has resulted in them selling wood and

preparing the ground for cultivation for years. This creates massive landslides, which result in many deaths for the poor people that live near these slopes during rainy season. In this way, the ecosystem of this location has been impacted, for example, by a decrease in trees and the deaths of poor people. Mountainous areas of Cox's Bazar are being deforested at an alarming rate, and the poor residents are being influenced by tourism enterprises to stop participating in anti-environmental actions, according to this report. MSEs are a key component of the PPT method in Cox's Bazar, according to a transportation provider:

*...Hill landslides are widespread during the monsoon season in Cox's Bazar and Chattagram, Bangladesh, due to significant deforestation. Anti-environmental activities were also reduced as a result of the contributions of the tourism industry. (Interview No. 19)*

Environmental consciousness is raised among visitors to Cox's Bazar when the local population is involved in the tourist MSEs. According to the findings of this research, the poor local community was able to make efficient use of the destination's natural resources through participating in MSEs in tourism. With Saayman and Giampiccoli (2016), it is agreed that the PPT strategy provides non-economic benefit such as knowledge development about the best utilization of available resources. However, a gap in existing literature still can be found regarding how the involvement of the local community in various MSEs in tourism destination decreases anti-environmental activities. Few researchers have identified that PPT approach has been recognized as effective to mitigate environmental impacts but could not address the way of proper implementation at the destination (Ashley *et al.* 2000). This has been regarded as a new finding with the potentiality of contribution to the PPT approach through several benefits derived from the MSEs in tourism that enhances environmental awareness among the local community. Thus, a balanced environment along with the development of skilled community in using available natural resources are viewed as non-economic benefits that result from the inclusion of poor local community to the MSEs according to the PPT approach.

#### 4.3.9 Participation in Decision Making

Cox's Bazar's tourist MSEs provide non-economic benefits to underprivileged local people by allowing them to participate in decision-making processes. When it comes to tourism planning and policy formation, PPT method promotes involving the disadvantaged community and creating partnerships with it (Ashley *et al.* 2000; Tolkach *et al.* 2012). Bangladesh's Ministry of Civil Aviation and Tourism [Interview No.11] a key source indicated that disadvantaged people need the opportunity to voice their opinions on a legal basis. These MSEs in tourism have become an important platform to the local community to communicate experiences and necessities for better survival by creating tourism policies that are more welcoming to those who are less fortunate. A member of the CoxDA stated:

*...A general meeting is arranged by us regularly regarding tourism development inviting trade union representatives and community leaders to listen their various opinions. In accordance to the governmental plan along with their opinion, we do formulate different strategies for tourism development. According to Sustainable Development Goals (SDGs) plan of The United Nations (UN), we emphasis on the welfare of the poor community. (Interview No. 18)*

MSEs tourism owners and employees were found to be directly involved in selling their products and services, which is usual from a business standpoint, according to the findings of this study. In order to make sure that the final selection is the appropriate one, it is also important to discuss the various expectations and demands of visitors in relation to the offered products and services of the linked stakeholders. Cox's Bazar beach tourism MSE operator said:

*...Because we sell many of their items to clients directly, we play an important role in the decision-making process. New product development, design, and other aspects rely heavily on customer input. As a result, they enlisted our assistance in gauging how tourists felt about the situation. (Interview No. 09)*

The non-economic benefit of involving the poor in MSEs has been regarded as a significant one. Tourism MSEs are a way for the poorest members of the local community to have their say on the development of diverse tourism strategies. This finding seems to corroborate with Ashley *et al.* (2000) indicating that in order to ensure welfare, the poor community play their role according to the PPT approach in tourism planning for a destination. The involvement of the poor community through subsequent contribution is beneficiary for the sustainable tourism development for alleviating root of poverty (Wasudawan and Rahim 2018). The tourism destination and the poor local community both benefit from the increased participation of the poor in decision-making made possible by the tourism MSEs. This collaborative strategy motivates them to participate in a wide range of destination-specific MSEs, which in turn advances the PPT goal in an integrated manner.

## Conclusion and Implications

This study aims to explore various perceived benefits of the tourism MSEs which is crucial to the poor community of Cox's Bazar Beach. The analysed data revealed that the main reason for the local community to engage in tourism MSEs at this destination was to improve their family living standard which is possible with various economic benefits. Leverage on tourism networks along with business expansion have been identified as other economic driving forces that encourage involvement in tourism MSEs. This study revealed that due to extreme poverty, the local community is always searching for employment opportunities to alleviate their poverty. According to the findings, MSEs in tourism are being seen as a possible solution to the region's unemployment problems by providing consistent income that raises the standard of living for their families. With the help of the large firms, the poorer populations of Cox's Bazar are also interested in a variety of MSEs involving tourist-related activities as it is simpler to expand businesses to get essential support from tourism networks and excellent recommendations provided by large companies. Findings also reveal that the local community of Cox's Bazar prefers social recognition as a non-economic reward from their participation in MSEs in tourism. Other non-economic benefits include training facilities, increased environmental awareness, regional socio-cultural cooperation, and participation in decision-making.

Cox's Bazar residents' social recognition and environmental awareness is seen as a fresh PPT finding with a big impact on the underprivileged population because of their socioeconomic situation. As a result, majority of the participants in this study are active in tourist MSEs in Cox's Bazar, Bangladesh, in order to develop their social identity. These two variables are new addition to the TPB model which roles can be proved and quantify through further study. Moreover, this study expands the PPT literature by capitalizing on tourism MSEs, hence enhancing future research. Since this work solely looked at involvement of tourism MSEs' in the PPT method, future research might cover all tourism-related activities including both large-scale tourism companies and the poor local populations. The use of quantitative methodologies in future study might be used to investigate the role of stakeholders in furthering the PPT approach, as well as the significance of tourism MSEs for the poor local community of the destination.

To summarize, the PPT effort is motivated primarily by two types of benefits: economic and non-economic, both of which involve the impoverished communities in tourism business. The local community's willingness to participate in tourist MSEs was found to be significantly influenced by the economic benefits that may be gained from doing so from two separate perspectives. One is a standard of life and employment perspective, while the other is a tourism and business perspective. Both social recognition and environmental awareness, which have a huge impact on society, appear to be novel findings within the category of non-economic advantages as well. Consequently, it can be concluded that the impoverished community's desire to participate in tourism MSEs ultimately carries out the PPT initiative's idea in the beach location.

## Acknowledgments

The authors would like to convey thanks to Curtin University, Malaysia for its financial support and participants for their spontaneous participation in in-depth interviews.

## Credit Authorship Contribution Statement

**Rudrendu Ray:** Conceptualization, Writing-original draft, Supervision

**Sazu Sardar:** Investigation, Methodology, Writing-Review and Editing

**Fidella Nga Huong Tiew:** Supervision, Visualization

**Samuel Folorunso Adeyinka-Ojo:** Supervision, Visualization

**Shital Sohani Chitra:** Editing, Transcribing

**Md. Abdul Alim:** Methodology Revision

**Sanjana Sobhan:** Interviewing, Transcribing

## Disclosure Statement

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

## References

- [1] Adeyinka-Ojo, S. 2018. A strategic framework for analysing employability skills deficits in rural hospitality and tourism destinations. *Tourism Management Perspectives*, 27: 47-54. DOI:<https://doi.org/10.1016/j.tmp.2018.04.005>

- [2] Alim, M. A., et al. 2022. The Role of Tourism Supply Chain Management in Developing Informal Empowerment of Rural Communities in Bangladesh. 15(4): 349-366. DOI: <https://doi.org/10.1504/IJASM.2022.128229>
- [3] Ara, M. A., Hossain, M. E., and Sardar, S. 2020. An exploratory Approach to Pro-Poor Tourism and Poverty Alleviation in Some Selective Tourism Destinations of Bangladesh. *Journal of Business Studies*, 13(1), 1. JBS-ISSN 2303-9884.
- [4] Ashley, C., and Roe, D. 2001. Pro-poor tourism strategies: Making tourism work for the poor: A review of experience. ODI London. ISBN 0850035228
- [5] Ashley, C., Ashley, C., Goodwin, H., and Roe, D. 2001. *Pro-poor tourism strategies: Expanding opportunities for the poor*. ODI London.
- [6] Ashley, C., Boyd, C., and Goodwin, H. 2000. *Pro-poor tourism: Putting poverty at the heart of the tourism agenda*. ODI London.
- [7] Aston, J., Wen, J., and Yang, S. 2022. Tourists' perceptions of and reactions to child sex tourism: an exploratory qualitative investigation. *Asia Pacific Journal of Marketing and Logistics*(ahead-of-print). DOI:[10.1108/APJML-08-2021-0589](https://doi.org/10.1108/APJML-08-2021-0589)
- [8] Borden, D. S., Coles, T., and Shaw, G. 2019. Social marketing, sustainable tourism, and small/medium size tourism enterprises: Challenges and opportunities for changing guest behaviour. *Marketing for Sustainable Tourism*, 35-52. eBook ISBN9780203711668.
- [9] Briedenhann, J. 2013. The potential of small tourism operators in the promotion of pro-poor tourism. In *Event Tourism and Cultural Tourism* (pp. 252-268): Routledge. eBook ISBN 9780203722268
- [10] Casidy, R., and Nyadzayo, M. 2019. Drivers and outcomes of relationship quality with professional service firms: An SME owner-manager perspective. *Industrial Marketing Management*, 78, 27-42. DOI:<https://doi.org/10.1016/j.indmarman.2017.09.011>
- [11] Casidy, R., Wymer, W., and O'Cass, A. 2018. Enhancing hotel brand performance through fostering brand relationship orientation in the minds of consumers. *Tourism Management*, 66, 72-84. DOI:<https://doi.org/10.1016/j.tourman.2017.11.008>
- [12] Chhetri, B. B. K. 2019. The Dynamics of Pro-Poor Strategies: Analysis of Four Different Community Groups in Nepal. *Formath*, 18, 002. DOI: [10.15684/formath.18.002](https://doi.org/10.15684/formath.18.002)
- [13] Çolak, O., Kiper, V. O., and Kingir, S. (2023). Engaging poverty with tourism: Pro-poor tourism perspective. *Journal of multidisciplinary academic tourism*, 8(1), 93-100. DOI: <https://doi.org/10.31822/jomat.2023-8-1-93>
- [14] Cuervo, J.C. and Cheong, K.U. 2017. Protecting the survival of local SMEs during rapid tourism growth: ongoing lessons from Macao. *Worldwide Hospitality and Tourism Themes*, 9(3): 316-334. DOI:<https://doi.org/10.1108/WHATT-02-2017-0009>
- [15] Fletcher, C., Pforr, C., and Brueckner, M. 2019. Factors influencing Indigenous engagement in tourism development: An international perspective. *Sustainable Tourism and Indigenous Peoples*, 34-54. eBook ISBN9781315112053
- [16] Gonzo, F. C. 2023. Pro-poor tourism and poverty alleviation. In *Inclusive Community Development Through Tourism and Hospitality Practices*, pp. 125-159: IGI Global. DOI: [10.4018/978-1-6684-6796-1.ch006](https://doi.org/10.4018/978-1-6684-6796-1.ch006)
- [17] Gössling, S., Scott, D., and Hall, C. M. 2020. Pandemics, tourism and global change: a rapid assessment of COVID-19. *Journal of Sustainable Tourism*, 29(1). DOI:<https://doi.org/10.1080/09669582.2020.1758708>
- [18] Hasan, M. K., Abdullah, S. K., Lew, T. Y., and Islam, M. F. 2020. Determining factors of tourists' loyalty to beach tourism destinations: a structural model. *Asia Pacific Journal of Marketing and Logistics*, 32(1): 169-187. DOI: <https://doi.org/10.1108/APJML-08-2018-0334>
- [19] Hasan, M. K., Ray, R., and Neela, N. M. 2021. Tourists' Behavioural Intention in Coastal Tourism Settings: Examining the Mediating Role of Attitude to Behaviour. *Tourism Planning and Development*, 1-18. DOI:<https://doi.org/10.1080/21568316.2021.2001035>

- [20] Hassan, M. U., and Awan, M. S. 2023. Towards A Strategy for Pro-Poor Tourism Development in Pakistan: Exploring New Horizons. *Journal of Education and Social Studies*, 4(3): 486-498. DOI:<https://doi.org/10.52223/jess.2023.4308>
- [21] Hossain, M. E., Quaddus, M., and Shanka, T. 2015. The association of quality, risk, sacrifice, satisfaction, and loyalty at the destination level: A structural model. *Tourism Analysis*, 20(4): 381-397. DOI:<https://doi.org/10.3727/108354215X14400815080406>
- [22] Islam, F., and Carlsen, J. 2016. Indigenous communities, tourism development and extreme poverty alleviation in rural Bangladesh. *Tourism Economics*, 22(3): 645-654. DOI:<https://doi.org/10.5367/te.2014.0456>
- [23] Khazaei, A., Elliot, S., and Joppe, M. 2015. An application of stakeholder theory to advance community participation in tourism planning: The case for engaging immigrants as fringe stakeholders. *Journal of Sustainable Tourism*, 23(7): 1049-1062. DOI: <https://doi.org/10.1080/09669582.2015.1042481>
- [24] Mao, N. 2015. *The role of tourism in poverty reduction: a case study of Siem Reap-Angkor region, Cambodia*. (PhD). Victoria University, Australia.
- [25] Mao, N., DeLacy, T., Grunfeld, H. J. I. J. o. E., and Development, R. (2013). Local livelihoods and the tourism value chain: A case study in Siem Reap-Angkor Region, Cambodia. 4(2): 120-126.
- [26] Maureira, T. M., and Stenbacka, S. 2015. Indigenous tourism and processes of resilience—about communicative strategies among tourism workers in Québec. *Acta Borealia*, 32(2): 148-170. DOI:<https://doi.org/10.1080/08003831.2015.1090204>
- [27] Mowforth, M., and Munt, I. 2016. *Tourism and sustainability: Development, globalisation and new tourism in the third world*. Routledge. ISBN 0–203–89105–8
- [28] Mshenga, P. M., Richardson, R. B., Njehia, B. K., and Birachi, E. A. 2010. The contribution of tourism to micro and small enterprise growth. *Tourism Economics*, 16(4). DOI: <https://doi.org/10.5367/te.2010.0018>
- [29] Page, S. J., et al. 2017. Case study: Wellness, tourism and small business development in a UK coastal resort: Public engagement in practice. *Tourism Management*, 60: 466-477. DOI: <https://doi.org/10.1016/j.tourman.2016.12.014>
- [30] Pyke, S., Hartwell, H., Blake, A., and Hemingway, A. 2016. Exploring well-being as a tourism product resource. *Tourism Management*, 55: 94-105. DOI: <https://doi.org/10.1016/j.tourman.2016.02.004>
- [31] Rahman, S. M., Carlson, J., and Chowdhury, N. H. 2022. SafeCX: a framework for safe customer experience in omnichannel retailing. *Journal of Services Marketing*, 36(4): 499-529. DOI: [10.1108/JSM-04-2021-0114](https://doi.org/10.1108/JSM-04-2021-0114)
- [32] Ray, R. 2019. *Micro and small enterprises involvement in pro-poor tourism: Evidence from Bangladesh*. (MPhil Thesis). Curtin University, Australia.
- [33] Ray, R., et al. 2021. Micro and Small Enterprises Engagement in Pro-poor Tourism: Challenges and Solutions. *Review of International Geographical Education Online*, 11(8): 46-59. DOI: [10.48047/rigeo.11.08.5](https://doi.org/10.48047/rigeo.11.08.5)
- [34] Saayman, M., and Giampiccoli, A. 2016. Community-based and pro-poor tourism: Initial assessment of their relation to community development. *European Journal of Tourism Research*, 12: 145-190. ISSN-Online: 1314-0817. Available at: <https://ejtr.vumk.eu/index.php/about/article/download/218/221>
- [35] Saito, N., Ruhanen, L., Noakes, S., and Axelsen, M. 2018. Community engagement in pro-poor tourism initiatives: fact or fallacy? Insights from the inside. *Tourism Recreation Research*, 43(2): 175-185. DOI:<https://doi.org/10.1080/02508281.2017.1406566>
- [36] Sardar, S., and Rekha, R. S. 2016. Students' attitude towards beach tourism in Bangladesh: A study on Saint Martin and Cox's Bazar Sea Beaches. *Bangladesh Journal of Tourism*, 1(1).
- [37] Sardar, S., (2022). Assessing the Effects of COVID-19 on Restaurant Business From Restaurant Owners' Perspective. *Frontiers in Psychology*, 13, 1175. DOI: <https://doi.org/10.3389/fpsyg.2022.849249>
- [38] Saunders, M., Lewis, P., and Thornhill, A. 2012. *Research methods for business students*: Pearson education.

- [39] Tao, S. (2018). *Assessing ecotourism using pro-poor tourism principles: The case of Sraepok Willdlife Sanctuary, Cambodia*. Auckland University of Technology,
- [40] Thomas, R., Shaw, G., and Page, S. 2011. Understanding small firms in tourism: A perspective on research trends and challenges. *Tourism Management*, 32(5): 963-976. DOI: <https://doi.org/10.1016/j.tourman.2011.02.003>
- [41] Tolkach, D., Pearlman, M., and King, B. 2012. Key implementation factors in pro-poor tourism. *Tourism Recreation Research*, 37(1): 3-13. DOI: <https://doi.org/10.1080/02508281.2012.11081683>
- [42] Wasudawan, K., and Rahim, R. 2018. Pro-Poor Tourism and Poverty Alleviation in Sarawak. *International Journal of Asian Social Science*, 8(10), 929-937. ISSN(e): 2224-4441
- [43] Woyo, E., and Musavengane, R. 2023. Has community-based tourism been a useful tool for poverty eradication in Southern African rural destinations? *African Journal of Hospitality, Tourism and Leisure*, 12(2), 521-534. DOI: <https://doi.org/10.46222/ajhtl.19770720.383>
- [44] Xiong, Q., Zheng, Y., Gu, R., Wen, J., and Li, Z. 2023. Perceptions and desires of Chinese senior outbound tourists receiving travel support from adult children: a qualitative study. *Asia Pacific Journal of Marketing and Logistics*, 35(3): 645-668. DOI: <https://doi.org/10.1108/APJML-12-2021-0894>
- [45] Zhao, W. 2009. The nature and roles of small tourism businesses in poverty alleviation: Evidence from Guangxi, China. *Asia Pacific Journal of Tourism Research*, 14(2): 169-182. DOI:<https://doi.org/10.1080/10941660902847229>
- [46] Zhou, Q., Pu, Y., and Su, C. 2022. The mediating roles of memorable tourism experiences and destination image in the correlation between cultural heritage rejuvenation experience quality and revisiting intention. *Asia Pacific Journal of Marketing and Logistics*. DOI: <https://doi.org/10.1108/APJML-11-2021-0829>
- [47] BBS. (2021). *Bangladesh Bureau of Statistics (BBS), Statistics and Informatics Division (SID), Ministry of Planning, Government of the People's Republic of Bangladesh*.



# ASERS



The logo for ASERS Publishing, featuring the word "ASERS" in a bold, orange, sans-serif font with a stylized fan-like graphic to the left, and the word "Publishing" in a smaller, orange, sans-serif font below it.

Web: [www.aserspublishing.eu](http://www.aserspublishing.eu)

URL: <http://www.journals.aserspublishing.eu/jemt>

E-mail: [jemt@aserspublishing.eu](mailto:jemt@aserspublishing.eu)

ISSN 2068 – 7729

Journal DOI: <https://doi.org/10.14505/jemt>

Journal's Issue DOI: [https://doi.org/10.14505/jemt.v14.8\(72\).00](https://doi.org/10.14505/jemt.v14.8(72).00)