Sustainable Cultural and Natural Heritage Tourism: A Lever for Urban Sustainability of Sreemangal

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Abstract

Cultural and natural heritage tourism is a means of economic development that achieves economic escalation through attracting visitors from outside of a host community. This paper illustrates that the tourism sector while bringing economic benefits, hitherto many cities like Sreemangal has been experiencing the negative impacts of uncontrolled conventional tourism. Therefore, the evaluation of the present study reveals requirements for well designed plans of sustainable cultural and natural heritage tourism to ensure urban sustainability of Sreemangal. The study is mainly exploratory in nature and based on secondary data and information, although some information has been collected from primary sources as well. The paper explores that sustainable tourism development is more appropriate, because it is deliberated, controlled and long term development that generates jobs, overseas exchange earnings, new infrastructure whilst safeguarding cultural and natural heritage, and living culture, as well as minimizing negative environmental and social impacts of the city. Hence most essential components which recognize for the sustainable cultural and natural heritage based tourism development in Sreemangal are environmental protection, reduction of climate change impacts, resource efficiency and sustainable economic growth, social inclusiveness and poverty reduction, cultural values, diversity and natural heritage conservation, coordination of stakeholders, and effectual governance with tools and policies.

Introduction

Culture makes a city more attractive, creative and sustainable. Without culture, cities as vibrant life spaces do not exist; they are merely concrete and steel constructions, prone to social degradation and fracture (UNESCO, 2016). Bangladesh is a country rich in culture. A number of ethnic groups live in different parts of the country having their own culture, while practicing national culture as well. Considerations for culture in sustainable development are indispensable for respecting and satisfying people with appropriate policies. Moreover, culture and tourism can complementarily interact with each other as tourist destinations inevitably involve the interface of their rich and diverse heritage, art, religion and other elements that represent the unique characteristics of their daily lives. With close relation of culture to daily life can not only reduce barriers to economic development for local communities through tourism, but also provides easier access to cultural differences for tourists.

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Tourism is widely recognized for its tangible outcomes (job creation, tax revenues) as well as its less tangible outcomes, such as quality of life (Rosenfeld, 2002). In addition, cultural and natural heritage tourism is a tool of economic development that achieves economic growth through attracting visitors from outside a host community, who are motivated wholly or in part by interest in the natural beauty, historical, artistic, and scientific or lifestyle/heritage offerings of a community, region, group or institution (Silberberg, 1995). This type of travel is centered upon episode to cultural environments, including landscapes, the illustration as well as performing arts and special standard of living, values, ethnicity, and events. Regardless of the economic benefits brought by tourism, nevertheless, many countries have been experiencing the negative upshots of irresponsible development, including the deprivation of cultural and natural heritage, thrashing of cultural and natural features as well as unequal distribution of economic gains.

In contrast, the terms "urban sustainability" or "sustainable city" may be used to define the proper use of resources, the protection of the natural environment, the least possible use of non-renewable resources, and the economic growth or a community's self-confidence, individual welfare, and the satisfaction of basic human needs (Shen et al., 2011). According to the United Nations Sustainable Cities Program, a sustainable city has continuing natural resources upon which its development depends (Rasoolimanesh, 2011). A sustainable city is free from any environmental issues that may threaten its development (Whitehead, 2003). According to Whitehead (2003), "the sustainable city represents an economic space within which the social, economic and ecological contradictions of capitalism are being managed and strategically addressed".

Sreemangal is a pictorial hilly area covered with tea estates, lemon groves and pineapple gardens. Miles after miles, Sreemangal Tea Estates form a green carpet on the sloping hills. A large portion of world's highest quality tea is grown and exported from Sreemangal; hence it is called the tea capital. Furthermore, it is called the city of 'two leaves and a bud' (Khan, 2010). However, there is more to Sreemangal than just tea. It is a magical world famous for nature, forests and wildlife, which makes it another prime Bangladesh Eco-Tourism Destination (Khan, 2010). There are also different tribes at Sreemangal, such as the Khasia tribe who cultivates zum and betel leaf, the Monipuri tribe who specializes in cotton handicraft, and the rignai dress by the Tipra tribe. Ras Lila is known to be the world famous festival of the Monipuris, the Oyanggala festival of the Garos and a lot of other exciting festivals. Tribal are having their own rich culture which is very attractive and nice looking. Tourists can visit these tribes to get acquainted to their customs and tradition. Therefore, cultural tourism at Sreemangal is very prospective along with natural heritage tourism as it has different ethnic groups with lots of variations in sub-culture, rituals and festivals which can be the significant areas of interest for the local as well as international tourists. At present tourism is one of the dynamic developing sectors of Sreemangal economic activities (Master Plan, 2013). This paper focuses on the lever of sustainable cultural and natural heritage tourism for urban sustainability of Sreemangal.

Contextual Brief

Sustainable tourism is simply "the Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities" (Khandakar, 2014). On the other hand, the United Nations World Tourism Organization (UNWTO, 2015) defines this as: "Tourism that meets the needs of present tourist and host regions while protecting and enhancing opportunity for the future". Moreover, sustainable tourism development guidelines and management practices are applicable to all forms of tourism in all types of destinations, including mass tourism and the various niche tourism segments. Additionally, sustainability principles refer to the environmental, economic, and socio-cultural aspects of tourism development, and a suitable balance must be established between these three dimensions to guarantee its long term sustainability (www.assignmentpoint.com).

Consequently, the target of sustainable tourism is to first planning then development (Swarbrooke, 2002). That is why this type of development are often more appropriate because it is slow, controlled and long term development that create jobs, foreign exchange earnings, new infrastructure while safeguarding cultural heritage and living culture and minimizing negative environmental and social impacts. It maintains the ecological process and conserves biodiversity and ensures viable, long-term economic operations. Local developers develop the area taking local employees with appropriate scale and preparation.

In contrast, non-sustainable tourism that destroys the environment and cultural identities does not make good business sense (Swarbrooke, 2002). It often creates great pressure on local resources such as energy, food, land and water that may already be in short supply. It is like developing the area without appropriate planning, starting rapid development which destroy forest, wild life and disturb the local people by making so much noise, air pollution and waste disposal. It is always uncontrolled development, short term, quantitative and remote control. It does not have high value because of having poor project schemes, outside developers, imported labor and lack of preparation.

Up till now, the existing literature on the sustainable tourism is very rare in Bangladesh and the cultural and natural heritage tourism is also limited. This research assumes that sustainable cultural and natural heritage tourism is a vital force for an effective promotional strategy of tourism products and services in Sreemangal. Bangladesh is far behind in cultural and natural heritage tourism. Hence, Sreemangal could not take advantage of the full potential of the sector and failed to earn sufficient amount of domestic as well as foreign currency. The present study illustrates the needs for well designed plans of sustainable cultural and natural heritage tourism which have been highlighted to ensure the long term economic, environmental and social benefits through tourism to ensure the urban sustainability of the city.

The study is primarily based on secondary data and information. Some information have been collected from primary sources as well through informal interviews of local residents, tribal groups, local officials of the different development organizations and local as well as foreign tourists to acquire relevant information and suggestions related to the coherent matters of the study. To assemble the secondary data, annual reports of

Bangladesh Parjatan Corporation (BPC), related journals, periodicals, newspapers, and BPC's web page were used. Moreover, various textbooks, journals, periodicals, internet and other related materials were consulted and exploited as references to that for literature review and for other theoretical analysis as well.

**Significance of Tourism in Bangladesh**

Bangladesh has enormous potential to develop in tourism sector, because of its attractive natural beauty and rich cultural heritage. Tourism can add value in the Bangladeshi economy if proper plans and strategies can be built and implemented for this purpose. The initial tourism policy was adopted by Government of the People's Republic of Bangladesh in 1992. Afterwards, to cope with the worldwide demand, the government adopted an updated tourism policy in 2009 (Hassan and Burns, 2014). The core concerned ministry and governmental organizations for executing the policy are the Ministry of Civil Aviation and Tourism, Bangladesh Parjatan Corporation and Bangladesh Tourism Board. Travel and Tourism is a vital activity for developing countries, especially for Bangladesh, and it has been growing fast in the country in recent years. World Travel and Tourism Council (WTTC) has been measuring the economic impacts of travel and tourism for 25 years in Bangladesh (Ahmed, 2016).
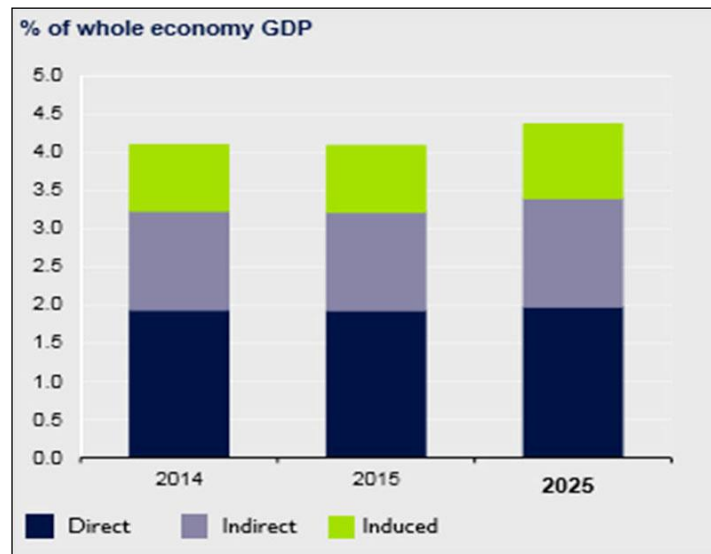
Source: Ahmed, 2015.
Figure 1: The total contribution of Travel and Tourism to GDP.

It is observed from Figure 1 that the total contribution of Travel and Tourism will be 4.4% (estimated) of total GDP by 2025 but the total contribution of Travel and Tourism to GDP was almost the same in 2014 and 2015 accordingly.
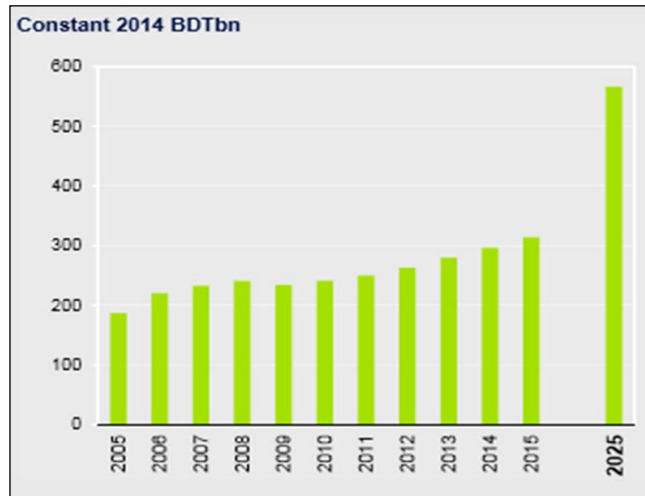
Source: Ahmed, 2015
Figure 2: Direct contribution of Travel and Tourism to GDP.

Figure 2 illustrates that the direct contribution of Travel and Tourism to GDP in 2014 was BDT 296.6 billion which is 1.9% of GDP. This is estimated to increase by 5.9% to BDT 314.1 billion in 2015. This mainly reflects the economic activity produced by various industries for instance, airlines, hotels, travel agents and transportation services.
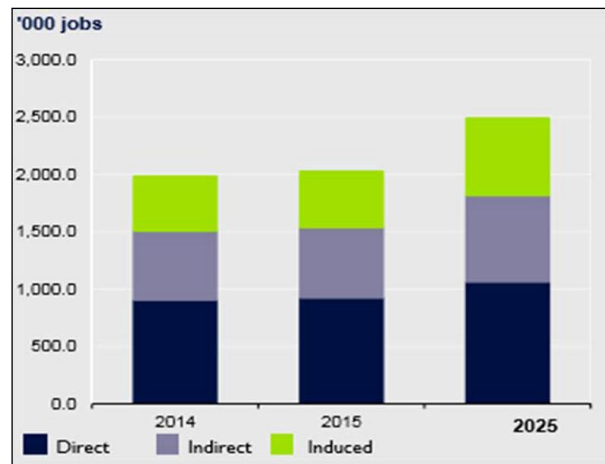
Source: Ahmed, 2015.
Figure 3: The total contribution of Travel and Tourism to employment.

On the other hand, Figure 3 displays the total contribution of Travel and Tourism to employment was 1,984,000 jobs in 2014 that is 3.6 % of total employment. It is estimated to increase by 2.2 % in 2015 to 2,028,500 jobs which is around 3.6% of total employment. Travel and Tourism is estimated to support 2,492,000 jobs by 2025 which is approximately 3.6% of total employment per year over the period.

Source: Ahmed, 2015.
Figure 4: Visitor exports and International Tourist arrivals.

Moreover, currency earnings from foreign visitors to a country are a significant factor of the direct contribution of travel and tourism. Figure 4 informs that Bangladesh produced Taka 10.2 billion in visitor exports in 2014. In 2015, it is estimated to rise by 3.7%, and the country is projected to attract 463,000 international tourist arrivals. International tourist arrivals are estimated to total 652,000 by 2025. Therefore, it is observed from the analysis that sustainable tourism can play the significant role for the development of tourism industry in Bangladesh.

Role of the 2030 Agenda to Promote Cultural and Natural Heritage Tourism

The Brundtland Report (1987) which is also known as the report of Our Common Future preserved the three dimensions of sustainable development, namely: economic escalation, social insertion and environmental equilibrium. However, these dimensions alone cannot probably disclose the complexity of current society without culture. The 2030 Agenda adopted by the United Nations General Assembly incorporates the role of culture and natural heritage through cultural creativity and natural heritage conservation, as an enabler of sustainable development across the Sustainable Development Goals. As heritage is citizen inheritance from the past, what citizen passes on to future, particularly, the conservation of the cultural and natural heritage is a significant involvement to sustainable development. Each citizen of the world sharing universal enjoyment to cultural and natural heritage has a cooperative responsibility to safeguard our common asset. Of the 17 Sustainable Development Goals and 169 targets, some are in different ways allied to the Sustainable Cultural and Natural Heritage Tourism (Figure 5 and Table 1).

Source: www.un.org/sustainabledevelopment.

Figure 5: Cultural and Natural Heritage tourism in the UN SDGs.

Table 1: Cultural and Natural Heritage tourism in the Sustainable Development Goals

Mapping to the United Nations Sustainable Development Goals	
By 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products	Tourism direct GDP as a proportion of total GDP and in growth rate
	Proportion of jobs in sustainable tourism industries out of total tourism jobs
Strengthen efforts to protect and safeguard the world's cultural and natural heritage	Total expenditure (public and private) per capita spent on the preservation, protection and conservation of all cultural and natural heritage, by type of heritage (cultural, natural, mixed and World Heritage Centre designation), level of government (national, regional and local/municipal), type of expenditure (operating expenditure/investment) and type of private funding (donations in kind, private non-profit sector and sponsorship)
Develop and implement tools to monitor sustainable development impacts for sustainable tourism that creates jobs and promotes local culture and products	Number of sustainable tourism strategies or policies and implemented action plans with agreed monitoring and evaluation tools
Encourage and promote effective public, public-private and civil society partnerships, building on the experience and resourcing strategies of partnerships	Amount of United States dollars committed to public-private and civil society partnerships

Source: United Nations General Assembly, 2015.

Effect of Cultural and Natural Heritage Tourism in Sreemangal

Sreemangal is an important commercial center in the Moulvibazar district. It has favorable road and railway transportation and communication. Road transport takes about 3.5 hours to reach in the town by bus from Dhaka and only 2 hours from Sylhet (Master Plan, 2013). Train services are also available from Dhaka to Sreemangal. Major attractions of Sreemangal are Lawachara National Park (tropical rain forest which is one of the natural heritages of Bangladesh), Bangladesh Tea Research Institute (BTRI), Madhabpur Lake (lake of lotus), Baikkabeel (Bird Sanctuary), Humhum Waterfall (newly discovered exclusive waterfall), the world famous 7 layer-color tea cabin and also tribal villages. Moreover, tribes are having their own rich cultural heritage which is very attractive and picky. On the other hand, there are a lot of hotels and rest houses available

for tourists ranging from economic to expensive ones. As a result, throughout the year, a great number of local as well as foreign tourists can visit Sreemangal and enjoy its cultural and natural heritages. Figures 6 to 11 are some examples of tourism attractions.

Source: Author.
Figure 6: Tea Garden in Sreemangal.

Source: Author.
Figure 7: Lawachara National Park.

Source: www.dhakaholidays.com.
Figure 8: Humhum waterfall.

Source: www.dhakaholidays.com.
Figure 9: Khasia's betel leaves preparation.

Source: Author.
Figure 10: Monipuri's traditional weaving.

Source: Author.
Figure 11: Monipuri's cultural festival.

However, tourism in natural areas can be a major source of degradation of local ecological, economic and social systems (ICLEI, 1999). Negative impacts from tourism occur when the level of visitor use is greater than the environment's ability to cope with this use within the acceptable limits of change (UNEP, 2001). Hence, uncontrolled

conventional tourism poses potential threats to the natural areas and its surrounding as well. It can put enormous pressure on an area and lead to impacts such as soil erosion, increased pollution, discharges into the lakes and rivers, natural habitat loss, increased pressure on endangered species and heightened vulnerability to forest fires. It often puts a strain on water resources, and it can force local populations to compete for the use of critical resources. Therefore, negative impacts of cultural and natural heritage tourism on the environment of Sreemangal can be analyzed in different ways. One of them looks at the specific elements of its ecosystem. For instance, tourism can have a detrimental effect on vegetation. The collection of plants or careless use of fire can destroy plant life; littering causes changes in soil nutrients; human and vehicular traffic affects both the soil and the vulnerability of plants. The activities can cause changes in the 'percentage cover, species diversity, growth rates and age structures, and habitat diversity' (Mowla, 2008). The adverse effects of human activities on sustainable tourism in sreemangal can be observed in Figures 12 to15.

Source: Author.

Figure 12: Dust creates from road repairing site.

Source: Author.

Figure 13: Spontaneous solid waste disposal.

Source: Author.

Figure 14: Air pollution by diesel run vehicles.



Source: Author

Figure 15: Unplanned traffic system..

Tourism can also have an effect on its air and water quality. Air pollution can be attributed to the congestion of tourist vehicles in its resort areas. Its wildlife can also be adversely affected by tourism. By intruding on the animals' natural lives, tourism can disrupt feeding and breeding patterns, and sometimes can even force the relocation of

wildlife (Islam, 2016). The head of the *Khasia punji*, located inside the Lawachara tropical rain forest, alleges that outside visitors often do not respect the local culture (Khan, 2010). The tourists, sometimes, indiscriminately enter and damage betel leaf gardens. In *Khasia* culture betel leaf gardening has a very special place. *Khasis* do not enter and start working in a betel leaf garden without performing prior rituals, like sanctifying the body with fresh water and wearing special clothes. According to the *Khasia* chief, the use of sound systems and tourist events disrupts the serenity of the forest and the forest dwellers (Khan, 2010). On the other hand, consequential economic losses can encourage socially venomous economic activities, like prostitution, child labor and diverse crimes. So, cultural and natural heritage tourism products of Sreemangal should be protected and developed in a sustainable way.

Sustainable Tourism for Urban Sustainability of Sreemangal

A man-made system consumes energy, while a natural ecosystem captures and stores energy. A natural ecosystem filters and detoxicate polluters, whereas the man-made system produces waste materials to be treated elsewhere (Islam, 2016). It is observed that the man-made systems are not self-sustaining (Mowla, 2016). They require exterior care and maintenance. They exact energy and cause contamination if not tackled appropriately; on the contrary, uninterrupted natural ecosystems are completely functional systems. They produce and sustain their own pattern of energy flow, growth, sanitation, self-regulation and self-restoration, provided they remain intact in their basic components (Islam, 2016). 'Everything is related to everything else' is the first law of ecology emphasizing interdependence and cyclic relationship of elements in any system (Mowla, 2003). Hence, sustainable city raises those issues concerning human societies and human activities, which can be specified in terms of human vs. human and human vs. environmental relations. Such relations place human beings at the center stage and are concerned with social, political, economic, and environmental sustainability within an integrated framework (Mowla, 2016) as can be seen in Figure 16.
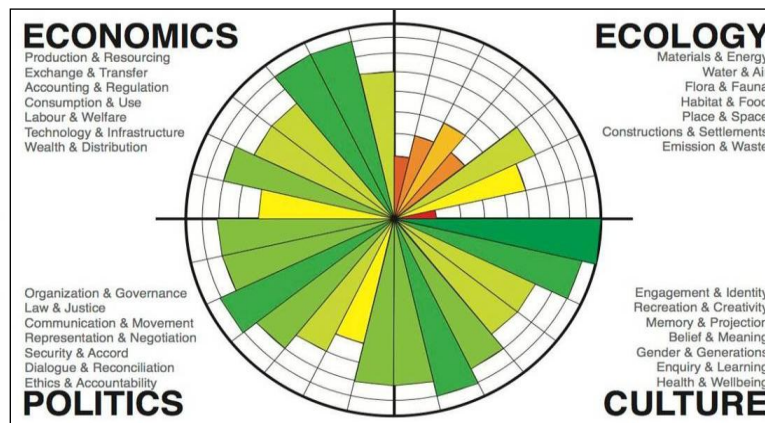
Source: James et al., 2015.
Figure 16: Circles of urban sustainability

Therefore, for sustainable living at Sreemangal, its environment needs require to be in a state of equilibrium (Islam, 2016). The utility value of biodiversity which provides equilibrium into a city can be divided into four categories: goods, services, information, and psycho-spiritual uses (Farhana et al., 2004). Firstly, biodiversity can be seen as a 'good' (or a resource) that can be consumed or functional by humans, and for that reason should be protected. The next category is the wide variety of 'services' offered to us by a healthy ecosystem. Green plants, for instance, replenish the oxygen in the atmosphere and remove carbon dioxide. Fungal and microbial life-forms in the soil decompose dead organic material and play a vital role in recycling plant nutrients. A third type is the 'information' accessible from the natural world. Each species is an immense library of desirable characteristics encoded in isolatable genes and transferable, by means of gene splicing, to edible or medical resources (Farhana et al., 2004). At last, there must be in place a reverent environment so that 'spirituality' may manifest itself on the different ways and shapes, philosophies and practices, thus pleasing everyone living at the eco-society (Mowla, 2005). The sustainable development formulates apparent, when applied alone and on short scale, its oppositions to globalization. Indeed, sustainability is beyond environmental, technological and economical factors, covering additionally cultural, spiritual and political dimensions that involve participation of every member on the decision making process, so that the essential changes to support sustainability implementation can happen (Islam, 2016).

Consequently, ample measures should be taken to protect the potential tourism products mainly based on culture and nature. This implies that the damage done by tourism activities in Sreemangal would be minimized by way of practicing "Sustainable Tourism", because it is the important lever of urban sustainability of this tourist town. Moreover, this is the tourism that has nominal impact on the culture as well as nature of the city. Hence, sustainable cultural and natural heritage tourism of Sreemangal refers to a level of tourism activity that can be maintained over the long term, because it results in a net benefit for the social, economic, cultural and natural environments of this area. There are various provisions and resources that are needed for sustainable cultural and natural heritage tourism in Sreemangal, most essential components are discussed here in brief.

Environmental Protection and Reduction of Climate Change Impacts

As a sector which mostly depends on the natural environment, tourism has a notable responsibility towards the globe, with the potential to harness this dependency to promote conservation (Simpson et al., 2008). Thus to avert cultural and natural heritage tourism from degrading sensitive ecosystems, or placing indirect pressure on ecological resources of Sreemangal, a balance approach is required. This should fuse conservation with innovative opportunities to endorse the sustainable use and management of its ecosystems, preferably appealing key players within the tourism sector in protection of biodiversity. Moreover, a harmonized sector-wide response to climate change is very essential to ensure systematic sector-wide monitoring, targets and routes for achieving sustainable tourism development of the city.

Resource Efficiency

Cultural and natural heritage tourism of Sreemangal must become more precise in its efforts to report, monitor and reduce resource consumption and emissions. To lead the

efficient use of natural resources, there is a need for strict impacts assessments, careful planning, and effective water and energy management. Moreover, embarking upon the over use of consumable goods requires a "reduce, reuse and recycle" approach coupled with recycling services and green disposal in destinations. On the other hand, in order to improve waste management, cultural and natural heritage tourism facilities of Sreemangal should effectively treat and dispose of solid and liquid wastes, recycling grey water and preventing pollution to water courses through better treatment processes. Rising tourists' awareness of resource use and encouraging them to change their behavior, are also key to strengthening urban sustainability of Sreemangal.

Sustainable Economic Growth

Tourism evidently makes an enormous contribution to the global as well as local economy through direct, indirect and induced offerings (WTTC, 2016). It is very important to address the structural challenges faced by cultural and natural heritage tourism of Sreemangal including a weak business environment, labor and skill shortages, limited access to finance, and low levels of investment. Therefore, reforming the tourism policy, legal, institutional and regulatory conditions that govern business activity is an important first step. Investing in human capital is similarly crucial. Persuading Foreign Direct Investment (FDI) that is well-grounded in Sreemangal, and which maximizes economic benefits for local communities especially for its indigenous communities, will be vital to improve market awareness, economic stability, quality standards, skill levels and knowledge transfer. Given the sector's high proportion of micro-sized, small-sized and medium-sized enterprises, which often combat to access markets and capital, investors need to be incentivized to take on intricacies of investing in small-scale tourism endeavors.

Social Inclusiveness and Poverty Reduction

Cultural and natural heritage tourism of Sreemangal is not only one of the key parts of its economy, but also it is a means of promoting "inclusive" growth which increases opportunities for all. Therefore, tourism should build on the constructive prospects it offers for youth and women, including for women to run their own businesses. For that reason, capacity building and training must be at the heart of this drive, along with viaduct the gap between women and men workers. Moreover, community-based tourism can also create much-needed opportunities, especially for indigenous communities of Sreemangal. In contrast, even though tourism cannot be automatically implicated to alleviate poverty, it is well-placed to contribute to poverty reduction given the low skill requirements for entry-level positions and prospects it offers for small-scale entrepreneurs to pursue new activities or formalize exiting micro ventures in Sreemangal.

Cultural Values, Diversity and Natural Heritage Conservation

Policies for conservation and promotion of cultural and natural heritage of Sreemangal ought to be complementary. It is very significant to engage as well as empower local communities including minorities and indigenous people so that their concerns about the integrity of their cultural values and diversities are exposed across all aspects of tourism planning and management. Moreover, a focus is also needed on promoting cultural exchange between local communities and visitors. On the other hand, proper recognition

of natural heritage sites and assets of Sreemangal is a core necessity for conservation. This scheme should involve an assessment of a site's carrying capacity and its tourism potential, drawing on available guidance about visitor management at cultural and natural heritage sites.

Coordination of Stakeholders

Sustainable cultural and natural heritage tourism ensures the coordination of all aspects of travel and development. For a site to accomplish its utmost potential, a community needs to develop all of the infrastructural necessities, arraying from water and sewer systems, roads, bus, and train terminals to hotels, restaurants, and shopping districts and the cultural and heritage sites themselves. This requires bringing together public and private officials of Sreemangal, i.e., those directly involved with its cultural and natural heritage tourism (hotels, restaurants, transportation officials, private tourism agencies), economic development (public officials, banks, private developers), and cultural and natural heritage sites (public, nonprofit, and private organizations).

Improvement of required Infrastructures

Accomplishment of cultural and natural heritage tourism eventually means more tourists traveling to Sreemangal, staying longer and spending more money there. It signifies developing a status among tourists that a site, a community, a program and the overall experience is shrewd at Sreemangal. Therefore, plans required for motivating the improvement of restaurants, hotels and shopping and programs necessary for funding public works and marking such activities on the desires of the tourists are imperative.

Marketing

Sreemangal should have to develop and implement a refined marketing plan to ensure a thriving cultural and natural heritage tourism program. This attempt should be based on a rational number of study into possible client interests and the connection to local opportunities. Every community, especially each indigenous group of Sreemangal needs to develop its own "brand" and to sell that product in its websites and advertisements.

Effectual Governance, Policies and Tools

Effective governance, policies and tools require being in place in order to plan, guide, sustain and manage cultural and natural heritage tourism in a sustainable manner (UNWTO, 2017). Therefore, in terms of governance at Sreemangal, effectual coordination is required with concern national organizations together with local multi-stakeholder managing arrangement, abundant financial and human resources, and society commitment. Moreover, a sound policy framework is essential for organized development of cultural and natural heritage tourism at Sreemangal considering the global incidents (i.e., Climate Change, Crime, Grambling, Prostitution etc.) as these are ignored in the national tourism policy 2009. In addition, beneficial tools should be affianced as well to support sustainable cultural and natural heritage tourism outcomes, such as land-use planning; economic tools, like discretionary financial assistance or tax incentives; voluntary standards and certification schemes; and codes of good practices. Efficient marketing and the use of social media can also greatly influence visitor awareness of sustainability issues, as well as their awareness of their own impact on sustainability.

Conclusion

Sreemangal is one of the most important tourist destinations in Bangladesh. It is the place of cultural and natural heritage tourism for the national and foreign tourists as well. However, due to traditional tourism practices and as well as lack of proper tourism policies and planning, gradually the city is facing severe environmental degradation. The sustainable cultural and natural heritage tourism can ensure urban sustainability of the city offering such development, which has positive impact for the local communities, tourism related organizations and tourists themselves. An integrated approach is needed as discussed in this study in tourism planning, development and management. A long-term policy on sustainable cultural and natural heritage tourism will meet the needs of the present tourists without compromising the future tourists in Sreemangal. It is expected that this research would encourage the national policy makers and professionals to come up with a detailed policy on sustainable tourism development in Bangladesh.

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