

Maslow's Hierarchy of Needs Theory in Sustainable Development in The Context of Tourism and The Opportunities and Challenges of Tourism: Chattogram Context

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Abstract: In the second decade of the twenty-first century, the phrase "sustainable development" has grown more prevalent. Sustainable development is growth that satisfies the needs of the present without endangering the ability of future generations to do the same. In accordance with Maslow's theory of the hierarchy of needs, an individual's physiological needs, safety needs, love, and belonging needs, esteem, and self-actualization desires are all satisfied. All of these criteria must be met in order to achieve sustainable development objectives. It is therefore evident that if these requirements are not met, it will be impossible to achieve sustainable development goals. The aim of the study is to show how the hierarchy of needs theory relates to SDG goals. It also aims to focus on the needs theory that is also applicable to sustainable development in the field of tourism. At last, it shows the opportunities and challenges of tourism in the Chattogram context and recommends the development of tourism in Chattogram that can be helpful also for achieving SDG goals. A descriptive qualitative analysis is used for this study with secondary data which are collected from various public and private sources. This study will help to work for the development of SDGs and the development of the tourism sector to ensure the achievement of SDGs. Also, it will help to find out the possibilities and challenges of the tourism sector in Chattogram.

Keywords: *Motivation, Maslow's hierarchy of needs theory, Sustainable development, SDG goals, Opportunities and challenges of tourism in Chattogram*

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Introduction

Abraham Maslow was born in Brooklyn, New York, on April 1, 1908. He proposed his hierarchy of needs theory in 1943. All physiological and safety needs, including food, water, air, and rest, are located at the base of the pyramid. Complex demands are greater. The third level of the pyramid depicts the need for affection and friendship in groups such as family, school, and the workplace. Respect, accomplishment, confidence, and acknowledgment are fourth-level self-esteem requirements (Sarwar *et al.*, 2018). Self-actualization requires creativity, morality, spontaneity, problem-solving, and so forth. Maslow also discussed two tourism-related needs in 1970: the aesthetic need and the drive to know and understand. He felt that lower-level needs must be satisfied prior to the emergence of higher-level needs (Maslow, 1987).

The 2030 Agenda for Sustainable Development and its Sustainable Development Goals are the most important global frameworks for international cooperation in the twenty-first century, and sustainability is their foundation (SDGs). Sustainability entails addressing our current demands without endangering the potential of future generations to do the same (Hossain *et al.*, 2003). In 2015, the United Nations adopted the Sustainable Development Goals (SDGs) as a global call to action to eradicate poverty, protect the environment, and ensure that all people live in peace and prosperity by 2030. Each of the 17 Sustainable Progress Goals is interconnected with the others, and it is known that development must strike a balance between social and economic prosperity and environmental conservation. The nations of the world have agreed to concentrate their efforts on catching up with the world's poorest people. Bangladesh also aims to meet the SDGs by 2030. All these goals are related to needs theory further discussion is given in the study (Kamal, 1993).

Tourism is a dynamic and competitive industry that requires the ability to constantly adapt to consumers' changing wants and wishes, as the satisfaction, safety, and happiness of customers are the primary focus of tourism enterprises, comparable to Maslow's needs theory (Witt *et al.*, 1992). An individual's travel motivation reflects their needs and desires and can be seen as a crucial aspect in purchase decisions. The notion of Maslow's hierarchy enables us to comprehend the various requirements that inspire passengers, while also boosting service providers' understanding of

the types of experiences travelers seek, particularly for certain demographics (Tikkanen, 2007). Tourism has played a crucial role in promoting sustainable development in many nations and places around the world. In underdeveloped nations, tourist development has been a key approach for boosting economic growth, reducing poverty, creating jobs, and enhancing food security (Hasan *et al.*, 2014). Numerous developing nations are located in locations with high levels of biological diversity, natural resources, and cultural heritage sites, which attract international tourists whose purchases create cash and assist economic development. Tourism has been associated with sustainable development ideas due to its capacity to promote environmental conservation and livelihoods (Hamzah, 2004).

This link between Maslow's hierarchy of needs theory and sustainable development and also tourism industry is the main focus of the study. As Chattogram is one of the best tourist spots in Bangladesh its opportunities and challenges of the tourism industry are highlighted here. This study will help tourism industries develop their services, fulfill customers' psychological needs, and achieve sustainable goals. The limitation of the study is that it only focuses on the Chattogram area though Bangladesh has so many tourist spots all over the country.

Objectives

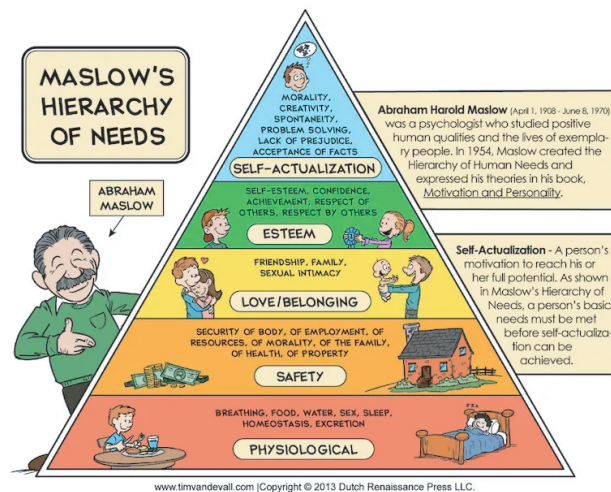
1. To show the impact of Maslow's hierarchy of needs theory in SDG
2. To show the condition of sustainable development goals in the field of tourism in Chattogram, Bangladesh.
3. To show the opportunities and challenges of the tourism industry in Chattogram.

Maslow's Hierarchy of Needs Theory

In Maslow's theory, his hierarchy of needs is presented as a pyramid, with basic desires at the base and higher-order, more ethereal desires at the top. When a person's basic needs have been properly addressed, they can then shift their attention to satisfying their more complicated needs. Under this theory, the drivers of travel decision-making and significant elements would also be investigated, which is of great importance to the tourism sector because these characteristics are related to travel motivations. To effectively predict future travel trends, it is crucial to comprehend the

reasons why people travel (Musa *et al.*, 2012). Maslow's five-tiered hierarchy of requirements is a well-accepted theory that is often used to explain travel behavior. In addition to this, one of the most important factors in the growth of this industry is ensuring that the requirements of individuals, be they visitors or employees, are met. Tourist satisfaction is crucial for three reasons, as outlined by Horner and Swarbrooke (2001).

- Customers who are pleased with the service they receive are more inclined to recommend it to their friends and family, hence increasing the number of visitors.
- If a customer is pleased with your product after their first use, they are more likely to buy it again and again without you having to spend any extra money on advertising.
- The improper management of customer complaints is a significant drain on a company's resources and can harm its reputation. In addition, compensation payments can add a direct expense.



Satisfying physiological and safety needs

The location must ensure that there is enough supply of pleasant hotel rooms and decent food options. In addition, providing travelers with information regarding the area's level of safety may encourage them to visit. Hotels, restaurants, and security measures must be included in promotional brochures. Money, on the other hand, is one hotel prize that may

theoretically be linked to these necessities, as it provides food and shelter. In addition, employees must view their employment as security concerns and as a means of preserving what they have acquired (Hsu *et al.*, 2008).

Satisfying belonging needs

To a large extent, people are motivated to travel to a new place by their desire to feel accepted and valued by their peers. A small town or tourist attraction that puts forth positive vibes can help to fulfill the belonging demands of its visitors. The diversity of visitors to a popular destination can help solo travelers feel more at home in a new community. Moreover, when visitors establish meaningful connections with the locals, it may encourage them to return. Workers' satisfaction in hotels may also stem from their personal relationships with friends and family, with the latter often serving as an additional source of relationships (Majumder, 2011). The manager can use this theory when he wants to motivate employees by, for example, providing them with enough money to meet their basic needs. To meet visitors' needs for connection with others, every tourist site should provide opportunities for them to engage in social activities and participate in group outings. However, it is the responsibility of the workers of a tourism establishment to cater to the guests' individual needs (Jones *et al.*, 1997).

Satisfying self self-esteem

The satisfaction of these desires can also be leveraged to encourage people to travel by picking their interest in sharing stories about their adventures after they return home. One way that people might improve their sense of self-worth and fulfillment is by going on vacation to learn new talents, hone existing ones, or pursue interests they've never had before (Shamsuddoha, 2004). Alternatively, these expectations might be raised by attending exclusive or highly sought-after events. Because money and financial awards convey messages of significance to the hotels where people work, they are able to meet the esteem needs of those who earn them (Mondal, 2017).

Satisfying self self-actualization

It is possible that tourists will be able to hone their special skills or pursue their particular areas of interest to a more advanced level thanks to travel; travel marketers may be able to enhance a tourist package by including in-depth lectures from subject matter experts or training sessions led by

famous figures (Hossain *et al.*, 2005). Tourism marketers should think about delivering unique activities for tourists that also have a charity goal, as self-actualization includes the need to do good for other people.

Motivation and fulfillment are explained by many theoretical frameworks. As human wants may be categorized, and tourism success depends on how well it meets stakeholders' requirements. The best-known general theory of motivation is Maslow's hierarchy of needs hypothesis, which he developed in clinical psychology and which has been used in many different social disciplines, such as business, marketing, and tourism, to better understand what drives people (Das *et al.*, 2012). It is an "emotional trigger" that allows marketers to connect with their target customers beyond product benefits. This travel behavior theory is widely recognized. Self-actualization, the ultimate need in Maslow's hierarchy, provides internal fulfillment and justifies knowing about other civilizations (Jalis *et al.*, 2014). Multiple motives may contribute to lower-order needs and higher-order requirements. Some travelers may not value self-actualization, hence they may not be able to satisfy it. Maslow's hierarchy of requirements' simplicity may explain its appeal. In the travel sector, unless their physiological and safety needs are met, fewer people will go throughout the world to make a difference. Leisure is about self-actualization. Finally, Maslow's five-level hierarchy needs theory helps all parties comprehend and meet people's needs to succeed in tourism (Roy *et al.*, 2015).

Sustainable Development Goals

In the second decade of the twenty-first century, the phrase "sustainable development" has become increasingly popular and widespread. The widely accepted and stated definition of Sustainable Development is, "Sustainable development is the development that satisfies the demands of the present without compromising the ability of future generations to meet their own needs." (Report of the World Commission on Environment and Development: Our Common Future). In this context, the researcher believes that the idea of "meeting the demand" is the most central. The human 'need' is quite interesting and odd, as has been previously described. Let's evaluate the goals of sustainable development and how they're impacted by the fact that people's wants will infinitely be unfulfilled (Sandhu *et al.*, 2019). In 2012, at the United Nations Conference on Sustainable Development in Rio

de Janeiro, the Sustainable Development Goals (SDGs) were established. The goal was to develop a common framework for addressing the world's most critical environmental, political, and economic problems. The goals are as follows:

1. No poverty
2. Zero hunger
3. Good health and well-being
4. Quality Education
5. Gender equity
6. Clear water and sanitation
7. Affordable and clean energy
8. Decent work and economic growth
9. Industry, innovation, and infrastructure
10. Reduced inequalities
11. Sustainable cities and communities
12. Responsible consumption and production
13. Climate action
14. Life Below Water
15. Peace, justice, and strong institutions
16. Life on land
17. Partnerships for the goals



Methodology

This research is done on the basis of the descriptive method. The term "descriptive research used interchangeably in this article. Descriptive research pertains to the type of research question, research design, and data analysis, whereas inferential statistics seek to identify the cause, solution, and effect (Spicker, 2014). This study utilized the qualitative research methodology, as it is based on historical interviews and data gathered from

focus groups, which can assist a business in gaining a deeper understanding of its clientele's needs and formulating plans to suit those needs (Šimková, et al., 2014). In addition, it allows businesses to determine the amount to which their employees are satisfied with the company's rules. Additionally, secondary sources were used to acquire data for the study. Secondary data refers to information that was previously collected by a third party.

Result And Discussion

Objective 1: Maslow's Hierarchy of Needs Theory in SDG

When it comes to comprehending the transitional goals of the Sustainable Development Goals (SDGs) along Maslow's Need Hierarchy, it is necessary to conduct a critical comparison of the two sets of goals. During the course of this procedure, an effort has been made to investigate the objectives that fall under the scope of Maslow's Need hierarchy and to determine which stage of the hierarchy each objective belongs to. The goals themselves are multidimensional and comprise a number of measurable indicators that chart progress toward accomplishments along a scale (Som, *et al.*, 2018). As a consequence of this, a single objective may span numerous levels of the hierarchy depending on the specific targets it sets. In order to achieve this objective, research was conducted using the report compiled by the Inter-Agency and Expert Group on Sustainable Development Goal Indicators (UN, 2016). This research provided us with a more in-depth comprehension of the characteristics of the goals.

SDG 1: No Poverty

This objective is an expansion of the first Sustainable Development Goal (SDG), which aims to end extreme poverty and hunger and position it at the first level of the need hierarchy. The Sustainable Development Goal (SDG) is, however, situated between the two stages because it seeks to eliminate poverty in all of its forms, not just the worst form of poverty. Instead of concentrating solely on elevating individuals over predetermined national poverty boundaries, it makes an effort to tackle the multifaceted concept of poverty (Siddiqi, 2006). Concrete examples of how the Sustainable Development Goals conceptualize poverty as having a more all-encompassing meaning that takes into account both first- and second-order needs are provided by indicators such as the percentage of the population covered by social protection, the percentage of the total adult population with secure tenure rights to land, and the percentage of total government

spending on essential services (education, health, and social protection).

SDG 2: Zero Hunger

The Sustainable Development Goals (SDGs) have the overarching goal of achieving "zero hunger" by ensuring that every person on the planet has access to sufficient food and adequate nutrition. To accomplish this, the objective includes a third component, which is to encourage agricultural production (Yousaf *et al.*, 2018). The component of agriculture has been directly and readily addressed by the policymakers while they have been formulating the SDGs, which has given rise to measurable indicators such as the average income of small-scale food producers, the proportion of agricultural areas that are underproductive, and sustainable agriculture, the number of plants and animal genetic resources for food and agriculture that have been secured in conservation facilities, the agriculture orientation index for government expenditures, agricultural etiquette, and agricultural e-commerce (UN, 2016). As a result, the Sustainable Development Goal (SDG) does not limit itself to only combating hunger; rather, it focuses on the means to achieve this objective by centering its attention on agriculture, which elevates it to the second level of the need hierarchy.

SDG 3: Good Health and Well-Being

In the case of Sustainable Development Goals, these objectives are situated in the second order of the hierarchy. However, Sustainable Development Goal 3 is more all-encompassing and takes into account not only physical health but also deeper psychological, sociological, and environmental wellbeing indicators such as the suicide mortality rate, coverage of pharmacological and psycho-social treatment interventions, and rehabilitation services for substance use disorders, harmful use of alcohol, the proportion of women of reproductive age who are satisfied with modern family planning methods, and the number of people who are covered by health insurance (UN, 2016). This objective, which considers health from a variety of angles, gives new significance to the safety needs associated with health.

SDG 4: Quality Education

Universal primary education has been elaborated on and given a more tangible shape to Sustainable Development Goal 4 (SDG 4), which does not stop at the amount of the population that obtains primary education but

instead also stretches its watch into the quality of education. In terms of the need hierarchy, stages 2, 4, and 5 are all affected by SDG 4. The inclusion of fairness and high-quality standards as part of the aim satisfies the aspirational requirements of the community (Hall *et al.*, 2012). The indicators of equitability and quality in education, such as gender, wealth, and rural-urban parity indices for education, the number of female-headed households, the number of households with access to electricity, the number of households with access to the internet, the number of households with access to computers, the number of households with access to infrastructure for students with disabilities, the number of young adults and children who are proficient in the use of, etc., elevate this goal to the fourth stage of the hierarchy of goals. In addition, a society that is able to pay attention to the socio-cultural and psychological development of children and that is also able to promote lifelong development opportunities for its citizens through its educational system unquestionably projects that it places its highest order of needs in the need hierarchy. In addition to the provision of educational opportunities, SDG 4 is to monitor whether or not children under the age of five are developing normally in terms of their health, education, and mental and social health. This goal also aims to educate for holistic and sustainable development.

SDG 5: Gender Equity

Indicators for progress toward SDG 5's target of gender parity and women's empowerment range from the number of women in leadership roles to the share of women's time spent on unpaid domestic and care work to the prevalence of female genital mutilation (UN, 2016). Goal 5 is connected to the first, third, and fourth levels of the theory of needs.

SDG 6: Clear Water and Sanitation

The second level of the need hierarchy corresponds to Sustainable Development Goal No. 6 (the efficient and equitable management of water and sanitation). The indicators are clearer in the Sustainable Development Goals (SDG), and more attention is paid to the management side of ensuring access to clean water and sanitation. Water-related development assistance, water-use efficiency, water stress, the degree to which integrated water resources management is being implemented, and the amount of official development assistance spent on water and sanitation are all included. (UN, 2016)

SDG 7: Affordable and Clean Energy

This objective falls into the second tier of the needs hierarchy theory. According to the present situation, there are around 3 billion people around the world who do not have access to clean cooking solutions and are therefore subjected to hazardous levels of air pollution. In addition to that, there are still fewer than one billion individuals who do not have access to power. The issue of the worldwide shortage of energy supplies, which is at the center of a great number of national and international disputes and acts of violence, is the impetus behind the formulation of SDG 7. Progress toward this goal is expected to be measured using a variety of indicators, including the percentage of the population with access to electricity, the percentage of renewable energy in total final energy consumption, the energy intensity measured in terms of primary energy and GDP, investments in energy efficiency as a percentage of GDP, etc. (UN, 2016).

SDG 8: Decent Work and Economic Growth

This objective seeks to ensure that everybody has a job. The global unemployment rate is currently at 5.9 percent, and having a job does not guarantee an escape from poverty or an improvement in the quality of life for a great number of people. As a result, Sustainable Development Goal 8 (SDG 8) not only recognizes the importance of employment, but it also aims to ensure that the work that people do is respectable, encourages the nation's economy to grow in a way that is both sustainable and inclusive, and safeguards the human rights that are associated with work. Some examples of such indicators include the share of GDP generated directly from tourism as a percentage of total GDP, the number of commercial bank branches and automated teller machines (ATMs) per 100,000 adults, the share of youth not in education, employment, or training, the share and number of children engaged in child labor, the increase in national compliance of labor rights, the share of GDP generated directly from tourism as a percentage of total GDP, the share of GDP generated directly from tourism as a percentage of total GDP, the share of GDP generated directly (UN, 2016). This goal is placed at both the second and the fourth stages of the hierarchy because it not only addresses the need for security by the provision of employment, but it also aims towards sustainable and inclusive economic growth, which lifts SDG8 to the fourth level need of growth and esteem.

SDG 9: Industry, Innovation, and Infrastructure

Sustainable Development Goal (SDG 9) focuses on industry, infrastructural development, and innovation, and it is located between the fourth and fifth stages of the need hierarchy. While the emphasis on infrastructure and industrialization helps to justify this goal's placement at the "esteem" need stage, the stated focus on innovation promotion helps to explain why we deemed it necessary to place this objective at the highest tier of the need hierarchy. The normal requirements for self-actualization include inventiveness, creativity, and innovative expressions. They may come across as being overly individualistic, but as was mentioned before, society, too, has its own peak form of need in Maslow's hierarchy of needs, which it satisfies through individual and communal inventions and innovations. In the end, something that researchers and scientists discover or develop does not become an innovation until it is recognized by society and utilized by it. Therefore, despite their inherently individualistic nature, concepts such as inventiveness and creativity always have a broader social role that extends beyond the creator or innovator on an individual level (Chowdhury et al., 2013). A society that aspires to foster innovation by investing in research and development or by adjusting the orientation of its public and private sector research unquestionably reveals its "self-actualization need" in the efforts that it puts forth to do so. The indicators that fall under this objective include the following: the value added by manufacturing as a percentage of GDP; manufacturing employment as a percentage of total employment; the value added by small-scale industries as a percentage of the total value added by all industries; research and development expenditure as a percentage of GDP; researchers per million inhabitants; the value added by medium- and high-tech industries as a percentage of the total value added by all industries; etc. (UN, 2016).

SDG 10: Reduced Inequalities

Goal 10 of the Sustainable Development Agenda seeks to eliminate all types of inequality that currently exist, both between and within nations. There are various layers and dimensions of discrimination that exist inside the society that is the target of this purpose. This goal is located at the fourth stage of the need hierarchy, and it is intended to be measured by indicators such as the growth rates of household expenditure or income per capita among the bottom forty percent of the population and the total population, the proportion of people living below fifty percent of the median income,

the proportion of the population that has been discriminated against or harassed on the basis of a ground of discrimination, the proportion of members and voting rights of developing countries, and so on (UN, 2016).

SDG 11: Sustainable Cities and Communities

Cities are not only defined by their physical infrastructure, but also by their philosophies, cultures, scientific advancements, commercial practices, and social advancements. Therefore, effective urban planning and management methods are very necessary in order to tackle the existing issues, which include a shortage of funding to deliver fundamental services, inadequate housing and infrastructure, and rising levels of pollution. Building cities and human settlements that are both resilient and sustainable is one of the goals of Sustainable Development Goal 11. In terms of the hierarchy of needs, this objective falls somewhere between the third and fourth stages. Its placement in the third stage of the "love and belonging need" of the need hierarchy is justified by indicators such as the total spending per capita spending on the preservation, protection, and conservation of all cultural and natural property. The other indicators include the percentage of the urban population that lives in slums, the percentage of the population that has convenient access to public transportation, the ratio of the rate of land consumption to the rate of population growth, the number of people who are missing and the number of people who are affected by disasters per 100,000 people, the proportion of urban solid waste that is regularly collected, the percentage of local governments that adopt and implement local disaster risk reduction, and the proportion of global GDP that is lost directly due to disasters. Finally, the inclusion of indicators such as the proportion of cities with a direct participation structure of civil society in urban planning and management, the average share of the built-up area of cities, and the proportion of the population living in cities that implement urban and regional development plans, among other things, justify its placement along the fourth order of the hierarchy of needs.

SDG 12: Responsible Consumption and Production

The material consumption of natural resources is currently on the rise, which is leading to an increase in the number of pollutants in the air, water, and soil as well as the depletion of natural resources. The goal of Sustainable Development Goal 12 is to reduce costs on all fronts—economic, environmental, and social—in order to boost economic

competitiveness and net welfare gains from sustainable development economic activity. Consumption and production that are sustainable have as their overarching goal the promotion of resource and energy efficiency, as well as a sustainable and green economy that will ultimately result in an improved quality of life for everyone. Its execution contributes to the realization of overall development plans, which, in turn, serves to reduce future instances of poverty. SDG 12 is clearly placed at stage four of esteem need and includes the following indicators: the number of countries that have national action plans for sustainable consumption and production (SCP), the material footprint, the material footprint per capita, and the material footprint per GDP, the domestic material consumption, the domestic material consumption per capita, and the domestic material consumption per GDP, the global food loss index, hazardous waste generated per capita, and the national recycling rate. (UN, 2016)

SDG 13: Climate Action

Because it primarily addresses the well-being of people, Sustainable Development Goal 13 (SDG 13), which aims to mitigate the effects of climate change, is situated on the second level of the hierarchy. It includes indicators such as the number of countries that have national and local disaster risk reduction strategies, the number of deaths, missing persons, and persons affected by disasters per 100,000 people, and the number of countries that have integrated mitigation, adaptation, impact reduction, and early warning into primary, secondary, and tertiary curricula, etc. (UN, 2016).

SDG 14: Life Below Water

It takes into account the problems that are associated with the marine ecosystem, taking into account both the physical and biological aspects. Because most people live on land, the significance of water is frequently overlooked. This is because of where most people live. Nevertheless, the oceans have a great deal of influence, both immediately and indirectly, on human life. Oceans make up around 99.99 percent of the total volume of the earth's living space. More than three billion people are economically reliant on marine and coastal biodiversity for their survival (UN, 2016). The value of marine and coastal industries and resources on the global market is approximately USD 3 trillion each year, which is equivalent to approximately 5% of the total global GDP. However, this is not the only

way in which they contribute to the economy of the world. In addition to this, they are responsible for the absorption of approximately forty percent of the carbon dioxide that is created by humans, which helps to mitigate the effects of global warming. Human activities, such as pollution, unregulated fishing, and the loss of coastal biodiversity, are responsible for significantly impacting approximately forty percent of the world's oceans. Sustainable Development Goal 14 aims to achieve the sustainable management of marine ecosystems and a significant reduction in all types of marine pollution. In order to accomplish these goals, a scientific partnership, policy regulations, and an improvement in research and knowledge are required on both the national and international levels (Hudson, 1999).

The need hierarchy places this objective somewhere between the second and the fourth stage. Indicators such as the index of coastal eutrophication and the density of floating plastic debris, the proportion of fish stocks that are within levels that are biologically sustainable, the average marine acidity, the proportion of national exclusive economic zones managed using ecosystem-based approaches, the coverage of protected areas in relation to marine areas, and the progress made by countries in the degree of implementation of international instruments that aim to combat illegal, unreported, and unregulated fishing are some of the indicators that are being considered (Chowdhury, 2013). While the indicators, such as sustainable fisheries as a percentage of GDP, the proportion of total research budget allocated to research in the field of marine technology, and progress by countries in the degree of application of a legal framework that recognizes and protects access rights for small-scale fisheries represent the "esteem need" of manifested by the goal (Mamun *et al.*, 2013).

SDG 15: Peace, Justice, And Strong Institutions

This aim addresses land ecosystems, flora, and animals, like the preceding one did with water. This again spans the second and fourth need hierarchy. Forests encompass 30.7% of Earth. They maintain biodiversity, battle climate change, and give food, housing, and livelihood security to indigenous people. Thirteen million hectares of forests disappear annually (Syeda *et al.*, 2021). Deforestation and desertification endanger millions of people. SDG 15 manages forests and combats desertification. The following indicators convinced us to place it at the second stage of the hierarchy: forest area as a proportion of total land area, progress toward

sustainable forest management, proportion of degraded land over total land area, Mountain Green Cover Index, Red List Index, the proportion of trade wildlife that was poached or illicitly trafficked, proportion of countries adopting relevant national legislation and adequately resourcing the publicity.

SDG 16: Life On Land

SDG 16 may be the most innovative and important policy action of the decade. Peace, justice, and human rights are more important than ever in a world of escalating conflict and turmoil. These objectives address human trafficking, corruption, socio-cultural disruptions, communal violence, and human rights violations. The goal's diverse aims span four need hierarchy tiers from second to fifth. Indicators of human safety include the number of intentional homicide victims per 100,000 population, conflict-related deaths per 100,000 population, the proportion of the population subjected to physical, psychological, or sexual violence, the proportion of the population that feels safe walking alone in their neighborhood, the number of victims of human trafficking per 100,000 population, and the proportion of young women and men who experience sexual violence. SDG 16 addresses the third level of need—social needs—by promoting communal harmony, brotherhood, and peace (Rahman, 2005).

It also monitors delicate issues like proper child care and domestic violence against children in the name of caregiving by integrating statistics like the proportion of children who were physically or psychologically abused by caregivers. This goal's fourth-order needs include eradication of corruption, satisfaction with public services, protection of journalists, media personnel, trade unionists, and human rights advocates, participation and voting rights of developing countries in international organizations, constitutional, statutory, and policy guarantees for public access to information, illicit financial flows, etc. Finally, targets like inclusive and responsive decision-making and autonomous national human rights institutions elevate SDG 16 to the top of the requirement hierarchy.

SDG 17: Partnerships For The Goals

SDG 17 aims to create a free global environment for partnership-building among governments, business entities, and civil societies at all levels with a common vision of human development. SDG 17 helps achieve the other 16 SDGs. It connects all 16 goals. It requires partnership and a multi-

stakeholder approach in finance, technology, capacity building, trade, policy and institutions, data, monitoring, and accountability through a specific set of indicators that include foreign direct investments (FDI), debt service as a proportion of exports, number of countries that adopt and implement investment promotion regimes for least developed countries, number of science and technology co-ops, and (UN, 2016). This aim ranks fourth in the hierarchy.

Objective 2: Maslow's Hierarchy Of Needs Theory In Tourism

Because they are connected to travel motivations, the determinants of travel decision-making and the influential elements will also be explored under this theory, which is one of the primary reasons why this theory is so vital to the tourism industry. It is essential to gain an understanding of the reasons that passengers go in order to accurately anticipate future travel patterns. The need hypothesis developed by Maslow, which is based on a five-tiered hierarchy, has been widely recognized and is frequently used to explain travel behavior. In addition to this, the development of this industry depends heavily on the demands of people (both tourists and employees), which can be said to be satisfactory. According to Horner and Swarbrooke (2001), it is very important for the tourism industry to provide guests with an enjoyable experience for the following three reasons:

1. It leads to positive word-of-mouth recommendations of the service to friends and families, which in turn brings in new tourists.
2. Bringing in new customers on a consistent basis and eliminating the need for more funds to be spent on marketing can be accomplished by providing a positive experience for existing customers.
3. Handling customer complaints is not only time-consuming, expensive, and damaging to an organization's reputation, but it also has the potential to generate actual financial costs in the form of compensation payments.

In the tourism industry, we serve two types of customers: those who pay for their experiences, and those who work in tourist institutions. Once we have satisfied the needs of the workers in the workplace, this will be reflected in the work that they do as well as the quality of the service that they provide to tourists.

As is well known, Maslow also discusses two major wants that are directly relevant to tourism: the need for aesthetic satisfaction and the desire to acquire knowledge and wisdom. Because they were omitted from the

paradigm of hierarchical needs, people have a more limited understanding of these requirements. Beyond the hierarchical needs model, however, some demands carry greater weight than others. This is because tourism is one of the industries that these needs affect. People travel with the purpose of gaining new knowledge and being exposed to beautiful things in the world. Unfortunately, Maslow's model has only been applied to a limited number of tourist studies with respect to these two categories of human wants (Hsu, 2008).

Satisfying Physiological and Safety Needs

The destination must guarantee that it has a sufficient supply of comfortable hotel rooms and excellent dining options for visitors. In addition to this, providing tourists with information on the location's level of safety may motivate them to pay this location a visit. It is required that promotional brochures include information on the location's hotels, restaurants, and safety measures. On the other hand, monetary compensation is one type of award that may be relevant to these requirements, given that it can be used to purchase necessities such as food and a place to sleep.

Satisfying Belonging Needs

Social belonging and self-esteem needs inspire people to visit any place with good promotion, such as a little place or tourist destination that communicates a pleasant and welcoming ambiance. A major destination's quantity of tourists from all over the world can assist travelers to feel like they're part of a new social group. Tourists who form deep bonds with locals may return. In addition, workers' satisfaction in hotels may come from family relationships, a job usually provides an additional source of relationships, and the manager can use this theory to motivate workers by giving them money to satisfy their basic needs and then communicating to create a good work environment. Affair systems at hotels mean professional advancement, which makes workers happier. All tourist destinations must offer social events and activities that allow tourists to interact with indigenous people and other tourists to satisfy their belonging demand (Monitor, 2007).

Satisfying Self Esteem

Motivating others to travel in response to these requirements can be accomplished through word-of-mouth promotion once visitors return

Situation Of Tourism in Chattogram, Bangladesh



Fig: Tourist map of Bangladesh

The country of Bangladesh is home to a plethora of tourist destinations, such as archaeological sites, historical mosques, and monuments, the world's longest natural beach, attractive landscapes, hill forests and fauna, rolling tea fields, and indigenous cultures. The diverse plant and animal life, as well as the vibrant culture of the local tribes, are particularly appealing to vacationers (Alam *et al.*, 2010). Each region of the country has terrain, flavors, and cuisine that are unique from the others. It is known as the home of the Royal Bengal Tigers, as well as freshwater pink dolphins and medieval temples constructed of red soil. The region known as Bangladesh can be found in the northeastern corner of South Asia. The magnificent Himalayas have located some distance to the north, and the Bay of Bengal has located some distance to the south. The mountainous and heavily wooded areas of Tripura, Mizoram (India), and Myanmar can be found to the east of the border with West Bengal, which is located to the west. These gorgeous physical limits surround a low-lying plain that is approximately 1,47,570 square kilometers in size and is traversed by an infinite number of rivers and streams. The Padma, also known as the Ganges, the Brahmaputra, also known as the Jamuna, and the Meghna are all considered to be powerful rivers (Ibrahim *et al.*, 2009).

Chattogram is one of the best tourist spots in Bangladesh. This hill track area is not only blessed with so many hills but also rivers and the largest sea beach. Tourists from inside and outside of the country visit Chattogram. Here is a great chance for the development of ecotourism. Rangamati, Khagrachori, Cox's Bazar, Bandarban, Saint Martin, Kuakata, etc. are the tourist places of Chattogram.

According to the UN reference, in order for a city to be considered a tourism destination, it is required that the city have the following tourist attraction products:

- ✓ ECO tourism product
- ✓ Historical tourism product
- ✓ Religious tourism product
- ✓ Recreational tourism product
- ✓ Adventure tourism product

All these products from Chattogram's perspective are also listed here:

1. Eco Tourism Products: Chittagong hill tracks, Cox's Bazar, Kaptai, Dulahzra Safari Park, Foy's Lake, Patenga Beach, Navy Academy, River Karnaphully, Mahamaya, Bashkhali, Patiya Hilly areas, C.R.B, and other locations are all available to visitors as part of Chittagong's offering of ecotourism destinations.
2. Historical Tourism Products: Chittagong is home to a number of historical attractions, including a war cemetery, an old railway station, the Chittagong court complex, and Chandanpura nachghor, amongst others.
3. Religious Tourist Products: The shrine of Baized Bostami and the shrine of Maizvandari, Adinath Mandir, Kaibolladham Mandir, Patharghata Church, Sorno Mandir, and a number of other temples come to mind.
4. Recreational Tourism Products: For Chittagong's recreational tourism products, the city has placed such as Foy's Lake, Patenga, and Cox's Bazaar, as well as amusement parks such as Zia Complex, Concord Amusement Park, Karanphully Park, Ramu, Himchori, and others.
5. Adventure Tourism Products: For adventure tourism activities such as hiking, we are able to give destinations such as Chittagong hill tracks, Kaptai, and Foy's Lake resort, amongst others.

Present Condition of Tourism in SDG

Tourism is directly related to some goals of SDG. These goals' present conditions indicate the situation of tourism and the tourist industry in Bangladesh. Positive improvement undoubtedly will indicate progress in the tourism sector and vice versa.

From the above picture, it can be figured out that SDG goals that are directly related to tourism that is goals 8, 12, and 14 are not in good condition. Only goal 12 has been achieved but still, information is not available, goal 8 has significant challenges and it is stagnating besides goal 14 has major challenges and is also stagnating. So, it is clear that without developing this tourism sector it is not possible to ensure the achievement of these goals. On the other hand, other goals which are also related to tourism like goals 3,11,15 are not also in a strong position. They are facing so many major and significant challenges.



Source: <https://dashboards.sdgindex.org/profiles/bangladesh>

Objective 3: Opportunities for Tourism in Chattogram

Ibn Battuta, Hiuen Tsang, and Vasco da Gama arrived in the Indian subcontinent and Chattogram after enduring great hardship and making great sacrifices due to the beauty of Chattogram. The Portuguese settled in Chattogram because of its favorable climate and trading opportunities. Opportunities of this continent are listed below:

1. Redevelopment of existing locations such as Askar Dighi, Chandanpura Nachghor, Batali hill, and the CRB area among others.
2. The basin region of the SANDWIP channel may become the location of a brand-new tourist destination that has all of the amenities of a five-star hotel and could be designed to resemble either the city of Las Vegas or the city of Reno in the United States.
3. Development projects for Parki beach, Sandwip channel, Kutubdia, Mohakhali, and other areas, etc.
4. Some venues for gathering can be constructed in areas such as the CRB, parade corner, and GEC, all of which have a significant amount of potential for this.

5. Roadside development projects have the potential to be implemented in the Tiger Pass region.
6. The areas of Dulahazra, Kaptai, and Bashkhali have the potential to become destinations for enticing ecotourism activities such as hunting, trekking, hiking, and mountaineering.
7. The potential for a safari park to be developed.

Challenges of Tourism in Chattogram

In Chattogram there are so many problems that affect the tourism sector. Overcoming all these challenges it can be possible to establish and develop the tourism industry in Chattogram.

1. Both a lack of governmental and private financial support
2. As well as political instability, constitute a threat.
3. The possible locations are being seriously impacted for the sake of housing and other forms of urbanization.
4. The absence of tourism-related promotional and marketing initiatives on the part of both the government sector and the private sector.
5. A lack of an appropriate tourism policy.
6. Lack of investment.

Recommendations

Following is a list of suggestions for improving the state of the tourism industry in Bangladesh, which was derived from the findings and overall conclusions of the study.

- Maintain the high level of service that the tourism industry provides. Developing tourism's human resources by increasing their level of expertise.
- Ensuring that there are no safety or security breaches at the property, restaurant, and transportation.
- Increasing the capacity of the region's roadways, power plants, and other physical facilities.
- Developing an atmosphere that is welcoming to tourists while simultaneously encouraging ecotourism.

- Bringing in new tourists while keeping the ones already have, and doing so for both domestic and foreign travelers.
- Lowering additional fees, costs, and other expenditures that aren't necessary.
- Ensuring the safety of the earth's natural and mineral resources Steer clear of all forms of pollution, including those in the water, air, soil, and sound.
- Granting licenses to tour operators and recognizing them as exporters, simplifying the procedure of sending money overseas, placing tourist locations under the jurisdiction of the tourism ministry, and assuring security are all examples of potential reforms.

Conclusion

The study has emphasized the tourism industry to the achievement of sustainable development goals. With a brief discussion of Chattogram tourist spots, this study highlights the tourism industry of Bangladesh and the importance of developing this sector to pave the way to achieving sustainable development goals. Maslow's needs theory focuses on the needs of human beings and from this view of point, tourists feel interested in short and long trips all over the world. If they get all the facilities and all of them can satisfy their needs according to Maslow's hierarchy of needs theory then more and more people will go for tourism and our tourism industry will develop day by day in this way goals of sustainable development can also be achieved. With the mission of achieving SDGs, it is necessary to grow up and reconstructed our tourism sector based on the hierarchy of needs theory.

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