Communication

Exploring the Unexplored Sea Beaches in Chattogram District: Demonstration on Visitors' Experiences

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Abstract: *Sea beaches are one of the natural tourist attractions that help tourists rejuvenate themselves by being in close association with Mother Nature. This study's preparation is based on comprehensive data regarding the Chattogram district's undiscovered sea beaches. Thus, the research work has been done to highlight the unexplored sea beaches in the Chattogram district, explaining the current service gaps, and referring to some possible suggestions to increase the tourism facilities and flows in the beach areas. Both primary and secondary data were accumulated about Guliakhali, Banshbaria, Akilpur, Patenga, Neval, Kattali, Khejurtala, Parki, and Banshkhali sea beach. A structured questionnaire was designed to collect the primary information, and 75 tourists participated to share their valuable experiences. Secondary data were collected from the internet, newspapers, YouTube vlogs, and so on to showcase the existing condition of tourist flow in these places. The overall explanation is regarding visitor ratio, natural beauty, accommodation service, security issues, food facility, public washroom facility, and recreational activities of each beach. The findings of the exploration might be beneficial to tourism planners and other stakeholders to delve into destination management and marketing and protect the beaches where over tourism prevails. These initiatives may shift the attention of tourists towards the unique natural settings of the Chattogram district. The outputs of the work would be applied to conduct further research on tourism systems in these destinations.*

Keywords: Unexplored, Sea beaches, Prospect of beach tourism, Infrastructure development, Promotion, Facilities.

1. Introduction

The travel and tourism industry is one of the fastest-growing businesses in the world and an important source of income for some countries. The world of the travel industry is a constant wonder. It is a consuming pattern in every nation. This has changed the image of many countries and improved the economy and livelihood of the region from many perspectives. It has made a similar change by creating a region like Bangladesh. Bangladesh is a vast country with lots of amazing reserves and uninterrupted general excellence, which is simply important and accessible. These regular performances are created by waterfalls, lakes, seas and beaches, opal and veal, wood and evergreen landscapes, and realize the true excellence of this country.

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As another goal, Bangladesh has abundant streams, including abundant streams, archaeological sites, memorial sites, mosques and places of worship, sanctuaries, tea gardens, beautiful lakes, operative tracts, and natural people, beautiful long seas. Coast, deep backwoods, and unknown life are included. It is, of course, a small nation with many attractions for nature lovers. There are ordinary dwellings, our networks, societies, and organizations that fragment the movement and travel industry. Waterway standard for endless presence in the province. Travel offices and travel administrators play a key role in the growth of the travel industry of a nation. Today the movement and travel industry is the largest and most powerful enterprise on the planet. For the most part, a journey starts from one area and displays a drive towards the next. It usually refers to long-distance travel, short distance travel, foreign travel, residential travel, and various structures. Crucially, travel likewise includes both full-cycle trips and single-direction ventures. Later, the movement refers to various parts of the business, the wider support industry that caters to the needs and wants of people who have moved from one part of the world to another (Kobra et al., 2018; Kobra et al., 2019; Edeh et al., 2022).

1.1 Broad Objective

The broad objective of this report is to represent the unexplored sea beaches in the Chattogram district, find out the service gaps, and outline some possible recommendations to upgrade tourism facilities.

1.2 Specific Objectives

➢ To explain the unexplored sea beaches in Chattogram.

➢ To highlight the existing facilities and future opportunities.

➢ To identify the problems in promoting tourism services and analyze the solutions.

2. Methodology

Primary information was collected from a questionnaire designed which 75 people participated. A questionnaire survey was conducted about the present status and prospects of unexplored sea beaches in the Chattogram district.

- 75 participants shared their experiences in primary information.
- Some primary information has been collected from previous experience.

Secondary information has been collected from the government website, travel vlog, YouTube, website, and newspapers.

3. Literature Review

Tourism has become a major source of foreign exchange in Bangladesh. It plays an important role in creating job opportunities on a large scale. Bangladesh has now become another vacationer zone on the map of the world. The travel industry area in Bangladesh has been developing bit-by-bit from the mid-nineties till now. It has a great possibility to foster the travel industry area by applying new approaches and systems. Nowadays, beach tourism destinations have received more attention around the world as a preferred vacation option. Likewise, it is also gaining popularity among tourists in the South Asian region. Bangladesh is a small riverine country in this region with a high potential for coastal tourism (Hasan et al., 2020). The coastal region of Bangladesh covers 19 districts and is located near the Bay of Bengal. It is noteworthy that coastal tourism has great economic value (Rahman, 2015). Beach tourism is one of the fastest-growing tourist destinations where people can participate and enjoy 3S (sea, sun, and

sand). The beach has long served as a source of inspiration, health, beauty, fun, and entertainment. Apart from impressing the '3s' charm, the beaches offer a thrilling experience that might attract a repeat visitor (Ahmad et al., 2020). Although pleasant beaches have become natural and seemingly unavoidable, these were apparently developed through modern principles and rules of engagement. Sea and coast warning stories have a longer history than modern forms of travel (Danowitz, 2018). The disclosure of the ocean as a site for entertainment was joined by a change in the capacity and importance of the seashore. The situation of the seashore as an interstitial zone also a meeting place was reinforced. New was the attention on the seashore as a vague site for both manual work and recreation: fishmongers, gathering shells, horse riding, or rowing (Ensel, 2017). There is a close connection between the advancement of beach tourism and the interest of the local community in beach tourism activities. The impacts of beach tourism are both positive and negative for every local area in light of the fact that simultaneously it carries advantages to the local people but devastatingly affects the local area. Many people prefer to spend their vacation at the beach destination because they want to relax, escape, and take part in seaside recreation. However, the rise in travel and tourism has increased pressure on primary tourism resources, including beaches, threatening related economic, recreational, natural, and aesthetic resources. These trends have significant consequences for beach management, which is currently primarily concerned with satisfying user expectations. Beach managers around the world have been criticized for inappropriate beach management strategies that ignore the beach environment or do not include appropriate conservation measures (Dodds & Holmes, 2019). Numerous coastal destinations in developed countries have moved towards a more sustainable approach to tourism development (Goffi et al., 2020; E-Alam et al., 2022). The five criteria (the "Big Five") are of paramount importance to coastal visitors: safety, facilities, water quality, no litter, and landscaping. Protection refers to the presence of lifeguards, especially on urban beaches and in various hazards. Facilities indicate the presence of restrooms, toilets, bars, access ramps, etc. (Giorgio et al., 2018; Bhuiyan et al., 2022). There is a great opportunity to develop coastal and maritime tourism as an aspect of utilization in the management of natural resources. But we also realize that the challenges we face are advancing community potential through community participation around empowerment and development. Ecotourism is defined as a journey that nurtures the environment in a natural way and maintains the welfare of the local people. Ecotourism should, therefore, ideally provide jobs for local residents, especially through locally-owned companies managed by local residents (Edy et al., 2019). Many tourism strategies aim to influence visitors' attitudes toward destinations, and marketers can use visitor approaches to assess the success rates of those strategies. Beach tourism plays an important role in meeting the needs of the visitors. Beaches also contribute significantly to the economy of the regions. The travel and tourism sector contributed 10.4% of global GDP and 9.9% of global employment in 2011 (Nobi & Majumder, 2019; Rahman et al., 2022). The study, Economic Impacts of Beach Tourism in Florida and Palm Beach County, it was revealed that almost 50 billion USD in sales added to the Florida economy. It was higher compared to the previous year, 40 billion USD (2011). The number of jobs created in 2012 was increased, the state investment in beaches has an excellent economic recovery strategy, and beach tourism was more popular in 2011 and 2012. 73.0 million USD is the direct spending from beach visitors in Florida State. The state generated 3.3 million USD in state sales tax revenues (Stronge, 2004). The sector contributes 4.3% of GDP and 3.8% of total employment in Bangladesh in terms of GDP and Employment. This shows a positive development as compared to the past, it is clear from the global situation that the country is yet to utilize its full potential. In particular, the large-scale development of coastal and maritime tourism is possible in this country focused on the vast coastal and maritime territories owned by the country (Nobi & Majumder, 2019; Akhundova et al., 2021).

4. Analysis and Findings

There are many unique tourist places in the Chattogram district. Sea beaches are also included in these unique places. Most of the beaches have not been promoted or not explored by tourists yet. About exploring these unexplored sea beaches in Chattogram, here the recent information is shown as primary data collection. Secondary data about the beaches were collected previously. Now, these statistics will show the recent information on tourists according to the findings and analysis. The results of the survey are presented according to the responses of a structured questionnaire by the participants.

4.1 How many People have visited all the Sea Beaches of Chattogram District?

The sample of the present study participants is 75 visitors. Here, most of the vacationers had visited 3 to 4 beaches. The majority of the visitors are young adults, ages between 16 and 30 and students (Table 1).

Table 1: Percentages of Visitors

Name of Sea Beaches	Yes (%)	No (%)
Guliakhali	53.3	46.7
Banshbaria	35.6	64.4
Akilpur	8.3	91.7
Patenga	80	20
Kattali	26.4	73.6
Neval	70.3	29.7
Khejurtala	5.6	94.4
Parki	48.6	51.4
Banshkhali	29.2	70.8

Source: Primary Data.

Figure 1: Percentages of Visitors
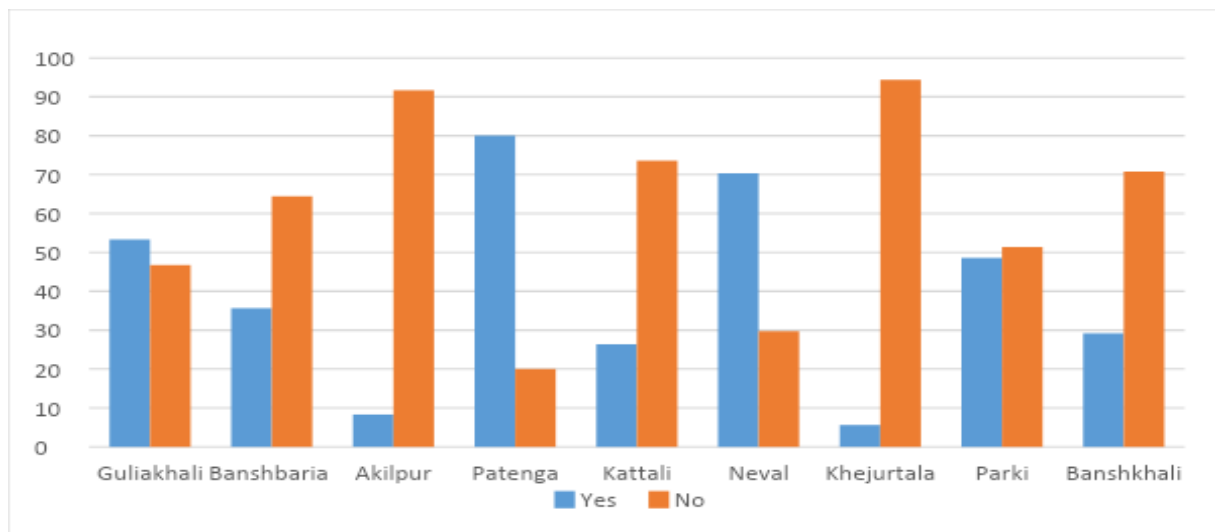
Source: Primary Data.

4.1.1 Comments

The above graph shows that most of the visitors had visited Patenga and Neval Sea beaches. The percentage of visitors to Akilpur and Khejurtala Sea beaches are respectively 8.3% and 5.6%, which are the most unexplored among the sea beaches in Chattogram District. About 90-95% of people even do not know much about Khejurtala and Akilpur Sea Beach. Due to a lack of publicity, development, recreational activities, and other infrastructural facilities, most of the beaches are still unknown to actual beach lovers or tourists. Banshkhali is the second largest sea beach in Bangladesh. However, most people do not even know about this beach. Statistics show that only 30% of people have visited this beach. It is the unexplored ones'. People are being deprived of the beauty of this beach (Figure 1).

### 4.2 Responses about the Natural Beauty of the Beach

Here is the statistical data about the natural beauty that represents each beach (Table 2).

Table 2: About Natural Beauty

Name of Sea Beaches	Outstanding (%)	Satisfying (%)	Average (%)	Below Average (%)
Guliakhali	50	47.4	2.6	0
Banshbaria	44.4	51.9	3.7	0
Akilpur	28.6	57.1	14.3	0
Patenga	36.1	45.9	13.1	4.9
Kattali	38.9	30.3	22.2	5.6
Neval	55.8	38.5	3.8	1.9
Khejurtala	75	25	0	0
Parki	46.9	37.5	15.6	0
Banshkhali	52.4	38.1	9.5	0

Source: Primary Data.

Figure 2: About Natural Beauty
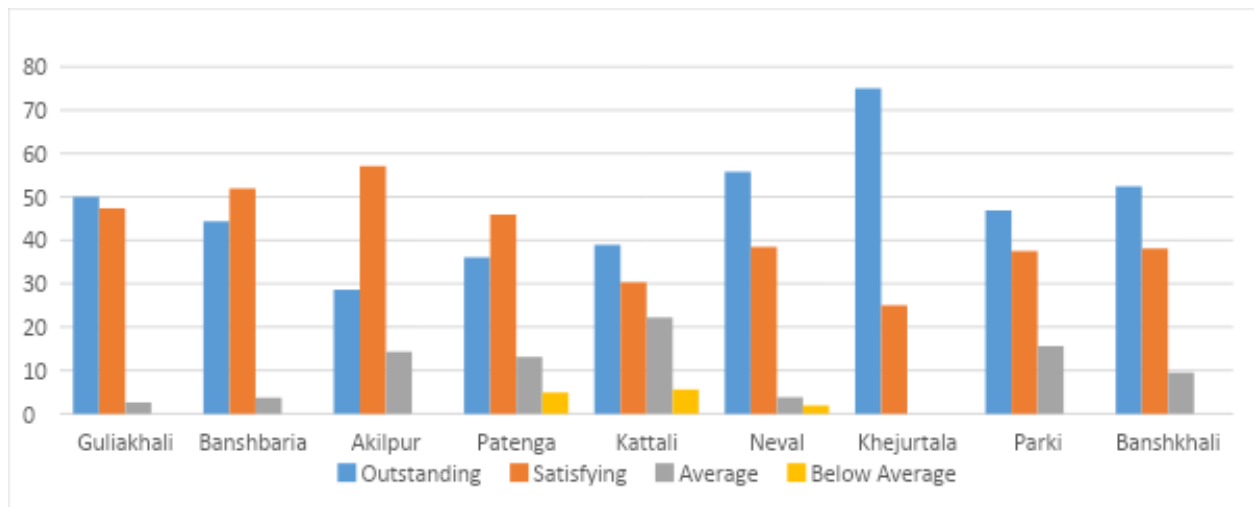
Source: Primary Data.

4.2.1 Comments

From the above graphical presentation, it is evident that Neval, Guliakhali, Khejurtala, and Banshkhali are the beaches that have the most natural beauty compared to others. About Neval, tourists think that it is a satisfying place and is quite popular than any other sea beach of Chattogram. Guliakhali and Khejurtala have unique natural beauty. Most tourists consider these beaches as mind-blowing because of their natural beauty. Patenga is the most visited sea beach in Chattogram, and the rearrangement has made it more attractive than in the past.

However, analysis and statistics show that each beach has unique natural characteristics that can refresh a tourist's mind and give a psychological feel (Figure 2).

## 4.3 Opinions about Accommodation and Security Facilities

Accommodation is one of the most significant factors in tourism. However, most of the sea beaches do not have accommodation facilities adjacent to the beach. The same goes for the security system. People do not feel secure staying on the beaches after sunset because most beaches do not have any security service available (Table 3).

Table 3: Accommodation and Security Facilities

Name of Sea Beaches	Outstanding (%)	Satisfying (%)	Average (%)	Below Average (%)
Guliakhali	2	12.5	45	37.5
Banshbaria	3.7	18.5	44.4	33.3
Akilpur	28.6	28.6	42.9	0
Patenga	13.3	28.3	50	8.3
Kattali	15.8	15.8	42.1	26.3
Neval	25.5	25.5	41.2	7.8
Khejurtala	75	25	0	0
Parki	12.5	21.9	43.8	21.9
Banshkhali	19	19	47.6	14.3

Source: Primary Data.

Figure 3: Accommodation and Security Facilities
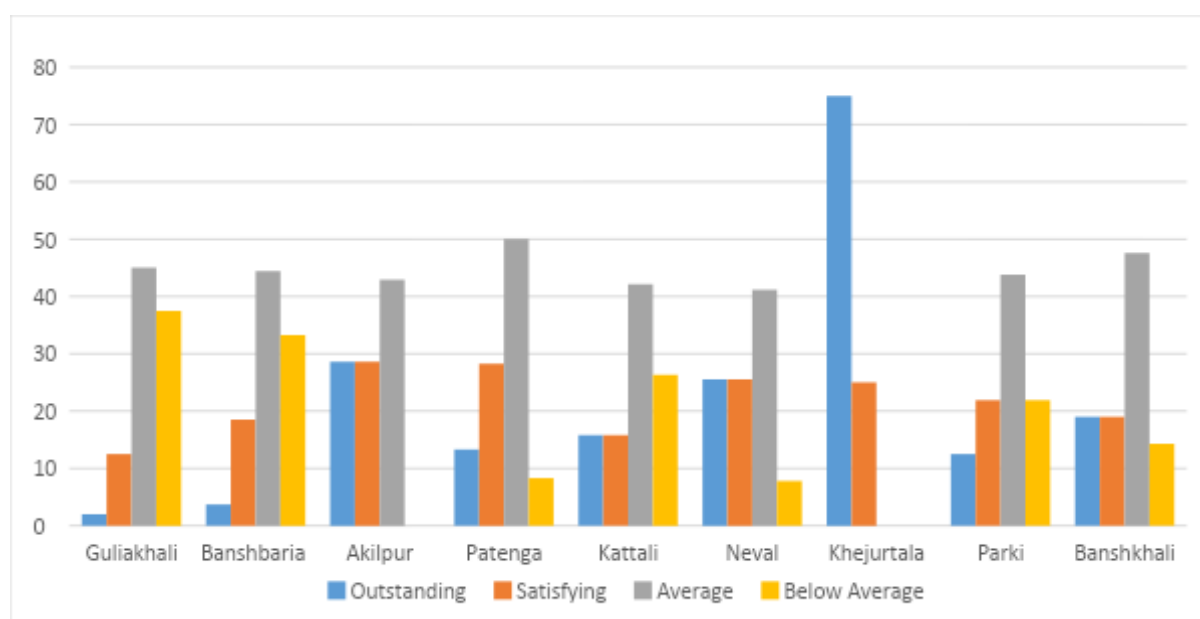
Source: Primary Data.

4.3.1 Comments

After analysis, it is found that most beaches do not have any accommodation facilities in the beach area, and thus, the tourists have to walk back a long way from the beach area. As accommodation facilities do not exist here, tourists do not feel secure in the beach area after evening. Besides, they do not get any security help. However, security services are only available in Patenga sea beach, but the others remain unsecured. For a camping trip, security is one of the most important elements that is required to be provided. Beach camping is very popular in other countries. But here, due to security issues, tourists do not feel safe enjoying beach camping (Figure 3). The above statistics exhibit that there is no accommodation arrangement available at Guliyakhali, Banshbaria, and Akilpur Sea Beach. At Sitakunda Bazar, there are some hotels where tourists can stay even at low prices. To stay in a convenient hotel, tourists have to move to Chattogram City (Table 3). The same goes for Banshkhali and Parki sea beaches. Tourists have to move to Chattogram City to get better accommodation services. Recently a development project, Parjatan Complex, has been planned around Parki Sea Beach. Accommodation facilities and other exciting facilities will be available in this project. The beaches are located in the heart of Chattagram city; it is not difficult to stay here. There are many good quality hotels in the city. "Butterfly Rest House" is a very nice place to stay, near the Patenga and Neval sea beach. Besides, there are numerous quality hotels in Chattogram city.

4.4 Opinion about Seafood and Food Facilities.

People want a well-organized food facility on visited beaches. Most people are fond of seafood because of its appealing taste and texture. On some beaches, seafood is not available; people visit sea beaches to taste the local food (Table 4).

Table 4: Seafood and Food Facility

Sea Beaches	Outstanding (%)	Satisfying (%)	Average (%)	Below Average (%)
Guliakhali	7.5	7.5	45	40
Banshbaria	4	4	60	32
Akilpur	28.6	14.3	42.9	14.3
Patenga	13.3	37.7	42.6	6.6
Kattali	10.5	15.8	47.4	26.3
Neval	25.5	41.2	29.4	3.9
Khejurtala	50	25	0	25
Parki	9.7	22.6	41.9	25.8
Banshkhali	4.8	19	52.4	23.8

Source: Primary Data.

Figure 4: Seafood and Food Facility
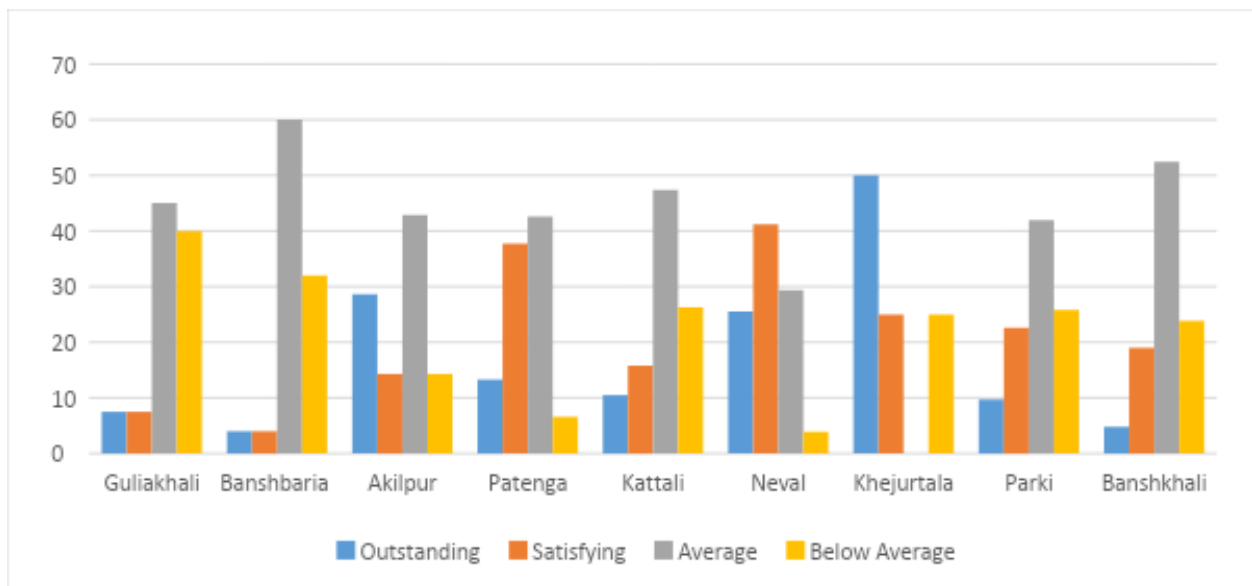
Source: Primary Data.

4.4.1 Comments

Unfortunately, seafood is only available at Patenga and Neval sea beaches. There is a wide range of street food available in Patenga and Neval Sea Beach. Also, alluring foods are available, such as fried seafood, including fried onions, pickles, and so on. In addition, fast food items are also available in the food courts for dining. The competition here is very high in the food chess. The most popular and must-try item here is "Fried Crab". On the other hand, hardly any local quality food or seafood is available in the other beach areas. When people move to a new tourist spot, they want to get a taste of local food. Therefore, it is found that quality food is not available except for Patenga and Neval (Figure 4).

4.5 Communication System (by road) from Chattogram Town to the Sea Beaches

Communication plays a vital role in the tourism sector. A better communication system helps to increase tourism for the destination.

Table 5: Communication (By Road) Facility

Sea Beaches	Outstanding (%)	Satisfying (%)	Average (%)	Below Average (%)
Guliakhali	7.5	37.5	52.5	2.5
Banshbaria	3.7	37	51.9	7.45
Akilpur	28.6	14.3	42.9	14.3
Patenga	33.3	41.7	20	5
Kattali	21.1	36.8	36.8	5.3
Neval	35.3	49	15.7	0
Khejurtala	75	25	0	0
Parki	21.9	34.4	28.1	15.6
Banshkhali	14.3	28.6	42.9	14.3

Source: Primary Data.

Figure 5: Communication (By Road) Facility
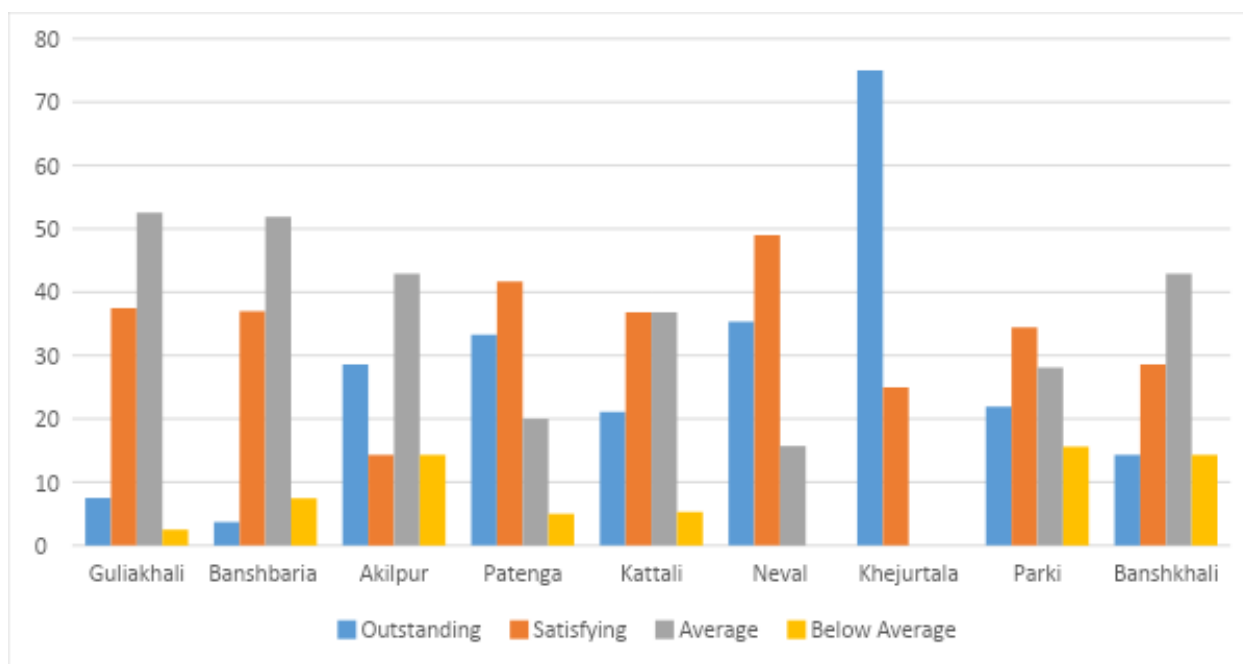
Source: Primary Data.

4.5.1 Comments

Almost, the communication system (by road) is average for every beach. Beach that is located in Chattogram city has a better communication system than other beaches located out of Chattogram city. Unfortunately, most of the tourists have to face problems traveling to Guliakhali Sea beach. The road is not too wide, not that much developed, and the vehicles are not that available in the beach area. They have to book a vehicle from Sitakunda Bazar for a round trip. It costs the tourists extra as waiting for charges while staying at the beach (Table 5). Not only Guliakhali but also other beaches, tourists have to depend on local vehicle service from the specific Bazar area. Car parking service is not available at most of the beaches. Recently in Patenga, the arrangement for beach parking is going for 600 cars. The road for car parking will be between the tunnel and Beach Road. Now, the main road to the beach is being widened by 60 feet. All vehicles will enter and exit through this road (Figure 5).
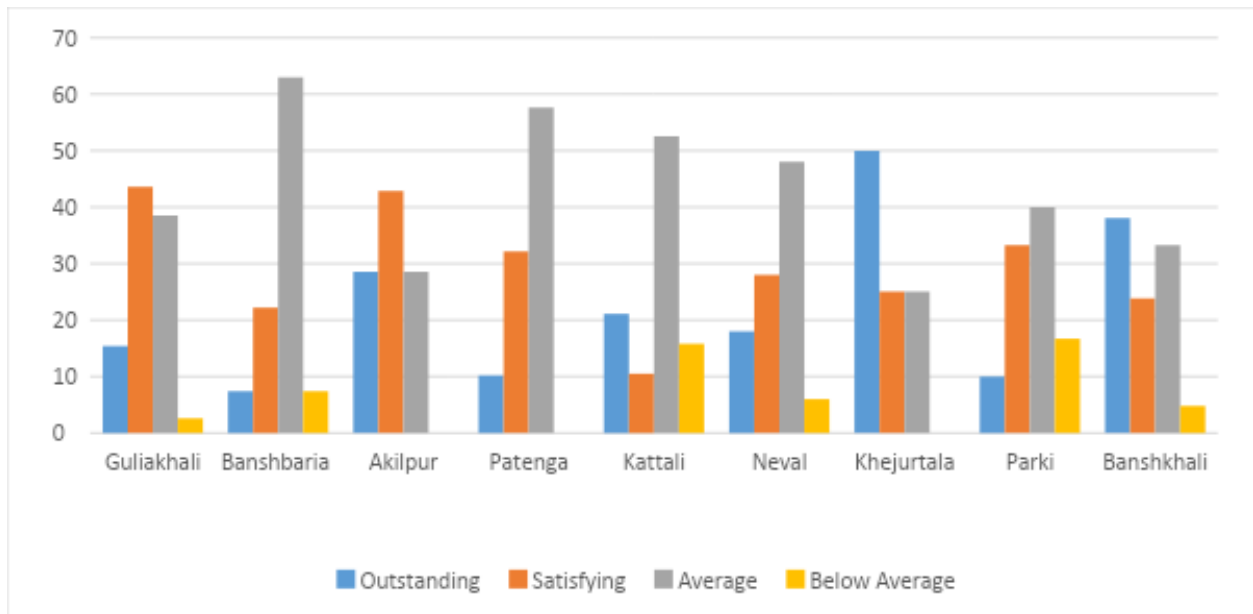
4.6 Behavior of the Local People

Local people of any tourist destination have a great impact on tourism. Tourism can change the lifestyle of local people. Local communities are considered an important resource in tourism development as they interact with their activities (Table 6).

Table 6: Behavior of the Local People

Name of Sea Beaches	Outstanding (%)	Satisfying (%)	Average (%)	Below Average (%)
Guliakhali	15.4	43.6	38.5	2.6
Banshbaria	7.4	22.2	63	7.4
Akilpur	28.6	42.9	28.6	0
Patenga	10.2	32.2	57.6	0
Kattali	21.1	10.5	52.6	15.8
Neval	18	28	48	6
Khejurtala	50	25	25	0
Parki	10	33.3	40	16.7
Banshkhali	38.1	23.8	33.3	4.8

Source: Primary Data.

Figure 6: Behavior of the Local People

Source: Primary Data.

4.6.1 Comments

From the graphical representation, it is clear that on most of the beaches, the behavior of local people is hospitable. Local people are considered an important resource in tourism development as they interact with their activities. In most places, local people show respect to the tourists and help them, except for a few (Figure 6).
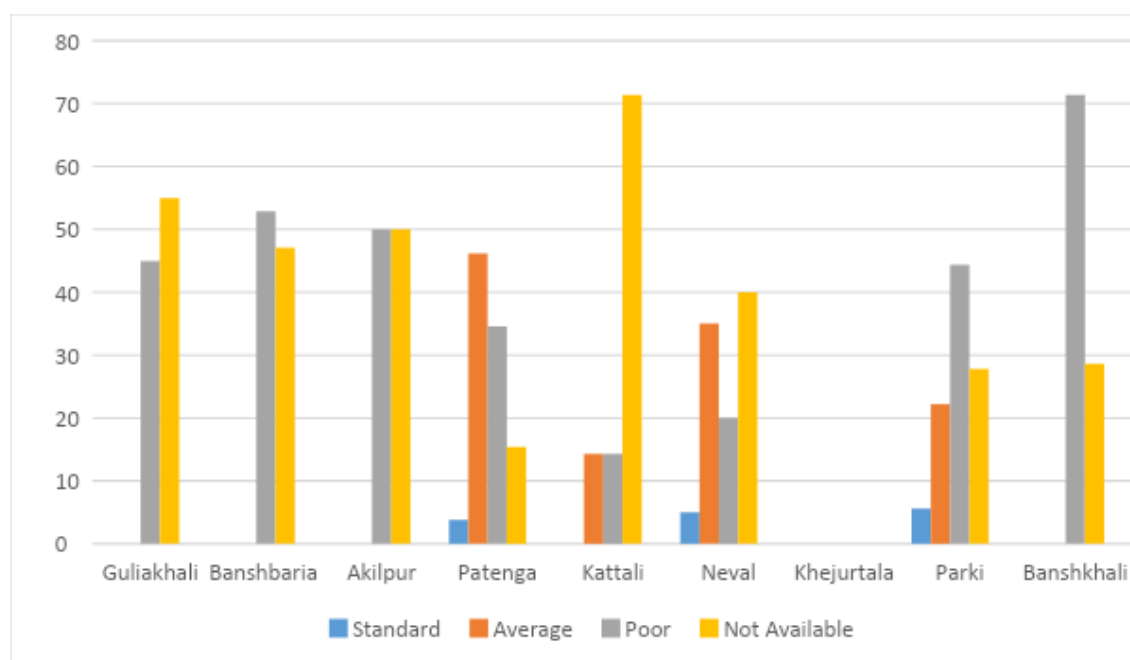
4.7 Washroom Facility

Public washroom facilities must be established in any tourist destination. In other countries of the world, especially in developed countries, standard public washroom facilities are available in every tourist destination.

Table 7: Public Washroom Facility

Name of Sea Beaches	Standard (%)	Average (%)	Poor (%)	Not Available (%)
Guliakhali	0	0	45	55
Banshbaria	0	0	52.9	47.1
Akilpur	0	0	50	50
Patenga	3.8	46.2	34.6	15.4
Kattali	0	14.3	14.3	71.4
Neval	5	35	20	40
Khejurtala	0	0	0	0
Parki	5.6	22.2	44.4	27.8
Banshkhali	0	0	71.4	28.6

Source: Primary Data.

Figure 7: Public Washroom Facility

Source: Primary Data.

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4.7.1 Comments

From these statistics, it is showing that public washroom facilities are not available in most beach areas. Though it is available on some beaches, it is not up to the mark (Table 7). It is only on Patenga sea beach, separate washrooms are available for both men and women at the entrance of the beach. In Gulikhali, there are no toilet or bathroom facilities available around the beach. A few are existing in the Sitakunda market, which is inadequate and unsafe compared to the need. In Banshbaria sea beach, there is only a washroom and two bathrooms on this beach, which is inadequate and unsafe for tourists (Figure 7). On other beaches, there are no public washroom facilities available, which is one of the biggest problems for tourists.

4.8 Recreational Activities on the Beach

A sea beach is a place where blue water and sky meet. This beauty attracts tourists, and tourists go there to enjoy and feel this beauty. By that time, many recreational activities are increasing around the beach area. Tourists are also excited to enjoy recreational activities. Because these types of activities can give a tourist refreshment. Among the beaches in Chattogram, recreational activities are available only at Patenga and Parki sea beaches. Speed boat and horse-riding facilities are available on these two beaches. Tourists are being deprived of recreational activities on other sea beaches in Chattogram.

5. Recommendations

These nine sea beaches have a huge potential for domestic tourism as well as for international tourism. To attract more tourists and make these beaches more tourist-friendly, some initiatives are required to be taken. However, as a learner or tourist, there are some humble recommendations for the policymakers that may assist them in the future to make the sea beaches of Chattogram more attractive, beautiful, and tourism-friendly. Some suggestions and recommendations are given below:

5.1 Guliakhali Sea Beach

Government initiatives are essential for the management, security, and development of tourist destination resources. The number of tourists visiting Guliakhali Sea Beach is increasing day by day due to the promotion of natural beauty and mass media. In that case, government cooperation is essential for the development of a communication system, car parking system, public toilet facilities, and overall safety features for tourists, the environment, food system, and residential management. Some initiatives need to be taken to solve the complication of mud water, which hinders tourists from reaching the green grass of Guliakhali Sea Beach. Working on an alternative way, like building a bridge or any other way of crossing, will alleviate the difficulties of the tourists.

5.2 Banshbaria Sea Beach

This beach needs to be brought under the purview of the government's tourism ministry as soon as possible. Since it has become a favorite place for domestic tourists, soon the place will be crowded with foreign tourists as well. As it is located on the side of Dhaka-Chattogram highway, it is easy to visit, and many tourists come here for refreshments. Arrangements should be made for the deployment of tourist police in the interest of the safety of tourists, as well as ensuring safe food, accommodation, washroom facilities, and cleanliness. Roads should be

developed in the interest of safe communication. There have already been fatalities on the beach, so the risky areas should be marked with red cloth to prevent the tourists from going anywhere near the danger. With the proper initiative, this beach will be known as a place of safe travel destination for tourists.

5.3 Akilpur Sea Beach

This beach, full of extraordinary beauty, still needs a lot of infrastructural development. Like the rest of the beaches, there are not enough facilities for tourists. Communication system, car parking system, public washroom, and overall safety of tourists, ecology maintenance, food and accommodation facilities should be ensured for the development of tourism.

5.4 Patenga Sea Beach

Many development projects have already been undertaken around this beach to make it more attractive. Even then, tourists outside the Chattogram district do not visit that much on this beach. This beach needs more publicity and a campaign to get more tourists.

5.5 Kattali Sea Beach

The beach has no seating, sheds, toilets, restrooms, hotels, restaurants, drinking water facilities, car parking, recreation, and security facilities. The natural beauty of the place easily captivates nature lovers. The beach on one side and the rural environment on the other side near the beach cannot be found on any other beach. Due to a lack of proper management, the beach is not getting domestic and foreign tourists. The beach can also be reached by passing the Zahur Ahmed Chowdhury Stadium, the only international cricket ground in Chattogram. Despite having an international cricket ground next to the beach, there are no foreign tourists and no proper publicity campaign where the beach could be one of the immense possibilities of sports tourism, which is not becoming due to neglect.

5.6 Neval Sea Beach

It has mind-blowing natural beauty, but even then, there are some shortcomings that should be improved to get more tourists. Public washroom facilities, recreational activities, and security systems should be developed in the interest of tourism.

5.7 Khejurtala Sea Beach

It is one of the most beautiful beaches in Chattogram city. But there is no publicity about this beach, even many people in the Chattogram district do not know about this beach. This beautiful beach can be considered one of the tourist attractions of Bangladesh. The Ministry of Tourism of the government should immediately ensure all kinds of infrastructural facilities to increase the number of tourists arriving on this beach.

5.8 Parki Sea Beach

Recently, initiatives have been taken to build a tourist complex near the beach area. Further infrastructural development is needed to build it as a modern beach. Due to the lack of infrastructural development, the tourists who come to visit here have to face various difficulties. All the infrastructural development needed for this beach, such as the development of a communication system, maintaining eco-friendly beaches and cleanliness, ensuring food

and accommodation, adequate security measures, and creating employment opportunities for local people.

5.9 Banshkhali Sea Beach

Banshkhali is the second largest beach in Bangladesh after Cox's Bazar. Despite this, there are no adequate facilities for tourists. As it is a potential tourist destination and the second-largest beach in Bangladesh, measures should be taken around this beach:

- Ensure washroom facilities.
- Strengthen security measures for tourists.
- Maintain cleanliness of the beach.
- Accommodation for tourists coming from far around the beach and food arrangements to solve the problem. Arranging lighting at night.
- Development of communication systems.
- Arrange at least one or two recreational activities in the beach area.

6. Conclusion

In today's world, tourism is recognized as a single industry. Like other industries in Bangladesh, the tourism industry is also moving forward. It is expected that after Covid-19, domestic tourism will be one of the sectors that will boost the economy and society in the future. The demand for domestic tourism is increasing day by day. When it is about domestic tourism, the natural beauty of the Chattogram district comes first. Rivers, hills, waterfalls, beaches all combine to make the natural beauty of Chattogram district unique. But many people do not know about this beauty due to lack of publicity. About the beaches of Chattogram district, people of the outer districts do not know about the rest of the beaches except 2-3. Not only that, many tourists of Chattogram district are not aware of the beauty of the beaches. When people think of going on vacation, they go to Cox's Bazar or Kuakata to enjoy the beauty of the beach or get refreshments. But people do not explore these beaches. There are many reasons behind that lack of promotion, infrastructure development, communication facilities, and the most needed facilities are not available in the beach area. If the Ministry of Civil Aviation and Tourism, BPC (Bangladesh Parjatan Corporation), and BTB (Bangladesh Tourism Board) take proper steps to develop infrastructure and ensure other facilities of the beaches, it would be a great chance for developing domestic tourism.

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