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Predictors of Sustainable Tourism Development during the Post-Pandemic Period in Bangladesh

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Abstract: The goal of this study was to examine the predictors of sustainable tourism development during the post-COVID-19 pandemic period in the context of Bangladesh. Quantitative-type research was applied, and this study used a descriptive research design. A standardized questionnaire was used to collect 302 data points from actual indigenous tourists using an online purposive sampling method. A partial least squares structural equation modeling (PLS-SEM) approach was used to evaluate the data and test the hypotheses. The results of the PLS-SEM analysis method demonstrate that environmental integrity, social equity, economic prosperity, and technological adaption had a positive relationship with sustainable tourism development during the post-COVID-19 pandemic period in Bangladesh. This research article provides practical guidelines for tourism authorities (BTB, BPC, and so on) and stakeholders on how to effectively impact environmental integrity, social equity, economic prosperity, and technological adaption on sustainable tourism development during the post-COVID-19 pandemic period in the context of Bangladesh. This study recommends that influential strategic factors be utilized to develop a sustainable tourism business in Bangladesh, positioning it as an emerging tourism destination.

Keywords: PLS-SEM; post pandemic; predictors; sustainable; tourism development; Bangladesh

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1. Introduction

Tourism is not anticipated to be the same as it was prior to COVID-19. To restore socioeconomic stability following COVID-19, the actual scenario in the hospitality and tourism sectors needs to be tactically addressed. Aeronautics, road and highway transportation, recreation, accommodation, and food and beverage supply chain businesses are only a few of the tourist industry's subsectors that have suffered. The digitalization of the tourism sector also suggests significant developments in these subsectors. Regarding the health and safety of tourists, creative and technological solutions are suggested. Nations across the world intend to transition their economy from using natural resources to tourism, whereas current economic and social systems are mostly based on the hospitality and tourism industry. This industry may potentially experience a disastrous slump when crises directly impact it. Since information technology is able to speed up booking, destination searching, destination recommendation, and other processes, the tourism business faces challenges that other industries do not. Tourism companies have had to implement new and daring Information and Technology (IT) infrastructure and leverage larger technology scales in order to sustain the industry economics in the post-COVID-19 pandemic time. The tourism and hospitality industry in the upcoming days will be driven by technological, modern, and digital advancements in this sector [1,2]. Travel planners, online reservations,

and chatbots are already available. The Internet of Everything, robot-based services, emotion tracking, and virtual tourism are all being implemented in this industry right now. As a result, tourism will be defined very differently. To reduce the need for human-to-human interaction, several hotels currently deploy robots to handle housekeeping and hotel services [3,4].

All tourist activities and attractions, including mass tourism and a range of specialized tourism segments, can be fruitful by introducing, managing, and executing sustainable tourism strategies. For the tourism industry to develop and survive on a long-term basis, the principles of sustainability are mandatory, which include economic, social, cultural, and environmental elements that make up sustainable tourism. An appropriate balance between these components must be recognized [5]. According to the World Tourism Organization, sustainable travel involves "managing all resources in such a way that economic, social, and environmental requirements can be addressed simultaneously protecting social and cultural values, sound environmental practices, bio-diversity, and life-sustaining systems" [6]. Tourism as a development tool becomes more focused on sustainable development. Numerous characteristics present significant obstacles to implementing sustainable development concepts at a functional level in tourism. These take into account the nature of the tourism company and product, the disconnected manner in which critical tourism decisions are made, and the numerous and frequently conflicting interests in tourism development held by a large range of stakeholders. Under these conditions, sustainability is an indefinable concept and even more difficult to apply within the tourism model. This article discusses the current recommendations for operationalizing sustainable practices in tourism development in light of the tourist industry's and product characteristics [7]. Considering that human civilization is inevitably reliant on nature, sustainable development is assumed to support sustainable human development for the straightforward reason that development represents the understandable and commonly expressed intelligence of humans. In terms of methodology, sustainable development refers to all of the problems associated with human societies and their activities, which can ultimately be divided into human–human as well as human–natural environment links [8].

Tourism is the leading device for creating employment and maintainable livelihoods. Social inheritance is measured as a crucial element for the development of sustainable tourism, and it is considered an important aspect of the emerging globe. This research deliberates the view of sustainable development from a cultural heritage strategies perspective. Global strategies increasingly point to the weight and value of cultural heritage for sustainable development [9]. Though tourism and the environment are inextricably linked and interdependent, when rapid growth is not guided by planning strategies, negative consequences appear. The aesthetic value may also have an effect on moral and financial worth. While tourists may find any aspect of the landscape unpleasant, this perception will contribute to the tour's dissatisfaction and even contempt [10]. As a result, there is a strong requirement for prudent land use and planned improvement that adheres to natural rules in order to ensure healthy socioeconomic growth in tourist destinations. The physical environment and the social integrity of the host town are the main targets of appeals for financially successful travel that does not destroy the assets on which tourism's future depends. As with translating good intentions into practical procedures, knowledge of the operation of the market economies and the cultural and managemental practices of private sector firms and public and voluntary sector organizations, as well as the public's ideas and attitudes, are counted as crucial. Environmental, economic, social, cultural, political, and managerial issues are all related to sustainable tourism [11]. In the context of developing countries and developing economies particularly, the impacts of the tourism industry are found to be very few and have low impacts on countries' economic development. The concept of development has advanced significantly over the previous century. It began with economic growth and development ideas and has progressed to a point where governments and researchers are addressing more sacred patterns of living than simply growth. The concept of sustainable development has emerged as one of the most contentious and critical

concepts of our day, as it encompasses economic, environmental, and social dimensions [12]. The issue of energy use is investigated from an environmental point of view, though, as the preponderance of tourism earnings is produced by rich travelers who fly to their destinations. It is well known that the consumption of fossil fuels by the tourism industry is substantial and has detrimental effects on the environment. Packages for reforestation are examined as a method of reducing the harmful effects of greenhouse gas emissions. It is generally agreed that the discussion of sustainable tourist development must take energy usage into consideration right away [13]. The economy is fully embedded inside society in the integrated sustainability model, and society is fully embedded within the environment. In other words, human civilization is highly dependent on the environment, and the economy is a division of society. The interconnectivity necessitates a holistic approach to all sustainability-related issues. Bangladesh is a nation in evolution with many opportunities but also with enormous challenges [14]. The tourism industry is considered one of the fastest-expanding sectors on the planet. This demonstrates the difficult nature of tourism, which necessitates the presence of the concept of sustainability, which seeks to achieve a balance between various forces in order to provide a developed quality of life for both the local population and the tourist destinations [15]. This study takes purposeful steps to demonstrate the goals and methods for transforming environmental, economic, and sociocultural sustainable tourism in Bangladesh as a developing country. This study also shows that an integrated strategy for tourism planning and development is required for a major and sustainable expansion of the industry that is competent to satisfy the demands of current tourists without repelling potential visitors to the nation. As a result, Bangladesh tourism will benefit from a windfall over a reasonable period of time [16].

The COVID-19 pandemic has extensively transformed the worldwide tourism sector, presenting both obstacles and prospects for sustainable tourism development (STD) in Bangladesh. Although sustainability is increasingly acknowledged as a crucial factor for long-term success, there is a notable lack of understanding regarding the precise factors that would enable sustainable tourist development in postpandemic Bangladesh. This study aims to fill this void by identifying and examining the key aspects that will impact the development of sustainable tourism in Bangladesh after the pandemic, thereby laying the groundwork for successful policy formulation and strategic decision making [17].

After studying the majority of the relevant literature on factors affecting sustainable tourism development (STD), it is clearly found that the majority of the researchers intended to assess the influences based on three major aspects, namely economic prosperity, environmental integrity, and social equity on farming sustainability, sustainable marketing, sustainable destination, sustainable improvement challenges, tourism value chain, and sustainable tourism development from perspectives from all over the world, as well as to evaluate the effect of the two determinants (technological adaption and partnership enhancement) on tourism and hospitality industries, tourism groups and destination, and the implementation of sustainable tourism. However, this research has attempted to focus on examining how all five determinants—environmental integrity, social equity, economic prosperity, technological adaption, and partnership enhancement—affect sustainable tourism development during the COVID-19 pandemic in the context of Bangladesh, a topic that has not yet been thoroughly studied. To help policymakers and stakeholders in Bangladesh create better sustainable tourism strategies, as well as to the research field in the contexts of sustainability, this study provides insights into the influence of determinants on the sustainable development of the tourism sector with a focus on the experiences of Bangladeshi tourists.

The pandemic has shifted how people travel, with a growing demand for safety, health, and nature-based experiences. This research is crucial for comprehending emerging patterns and enabling Bangladesh to adjust and fulfill the demands of tourists in the postpandemic era. The COVID-19 pandemic has inflicted a severe blow on Bangladesh's tourism sector, resulting in a significant economic downturn. This research aims to identify

the factors that can drive a sustainable recovery, ensuring that the tourism sector not only rebounds but does so in a way that is resilient and sustainable.

This research paper is divided into various sections. Firstly, the objectives of the study are presented. Secondly, a review of the literature based on an earlier study is given. The proposed framework and development of hypotheses are then established, which is our third point. The fourth point is a description of the research methodology used for the current study. The outcomes and their interpretations are reported in this paper on page five. Sixth, the discussions, conclusions, and implications portion takes into account the results of the current research and how they relate to earlier research. The conclusion outlines the research's flaws and future directions.

2. Objectives of This Study

The main objective of this research was to investigate the predictors of sustainable tourism development (STD) during the post-COVID-19 pandemic period from the perspective of Bangladesh. The specific objectives of this study include quantifying the level of success of the tourism sector, analyzing the influence of various variables on the development of sustainable tourism, investigating the effects of the post-COVID-19 pandemic period on the development of sustainable tourism, identifying the most influential determinants that are associated with the tourism sector, and examining the impact of environmental integrity, social equity, economic prosperity, technological adaption, and partnership enhancement on sustainable tourism development during the post-COVID-19 pandemic period.

3. Review of the Literature

Sustainable development is defined by the World Commission on Environment and Development as the expansion that can meet existing needs except endangering the capacity of the next generation to satiate their individual needs. The term "sustainable tourism" emerged in the 1990s' topographical discussion to refer to tourism development that does not have such harmful ecological or social consequences; visiting a place with the intention of having a net beneficial influence on the environment, local community, and the economy is known as sustainable tourism. In addition to helping give Indigenous people new jobs, the lower detrimental impacts and damages to the environment, society, and local culture are the basic intentions of sustainable tourism [18]. Sustainability must be advanced through excellent planning and the establishment of clear policies for the breadth and depth of growth. Due to increased global competition among destinations and the presence of large and increasingly powerful transnational corporations, primarily in the accommodation and tour operations sectors, there is growing concern that a country's state regulatory capacity is being supplanted by the power of large industry. It is necessary to recognize that the tourism industry, which is dominated by the private sector, is likely to be bullish about the potential of tourism [19,20].

Environmental foundations, input techniques, socioeconomic structure, and a variety of agricultural structures are all weighed in terms of farming sustainability [21]. Similarly, local sustainability is determined using a technique that connects four distinct subsystems: regional population, natural resources, environment, and socioeconomics [22,23]. The development of the tourism industry has numerous impacts on the Greenwich community, namely social, environmental, and economic impacts on local communities, and this study is aimed toward the determination of these impacts, which is the basic purpose of this study. While the local population remains supportive of tourism growth, they are urgently seeking a policy application that will allow them to improve their level of life and make the best use of future Olympic infrastructure [24].

The procedure of sustainable marketing tourism depends on three basic dimensions, it initiates from the society and impulses of it, and this is aided by some subpractices, such as social responsibility and morals. Figure 1 shows a conceptual framework for sustainable marketing that incorporates three essential dimensions: society, economy, and environment.

Each of these features is associated with a distinct philosophy and marketing perspective, illustrating its contribution to the overarching objective of sustainable marketing. The sociological aspect of this strategy highlights the significance of social justice in sustainable marketing. The main goal is to guarantee that marketing techniques and products have a beneficial effect on society as a whole. This method is in line with the concept of societal marketing, which involves corporations not only focusing on satisfying consumer demands and desires but also taking into account the long-term well-being of society. The objective is to advance fairness and guarantee that marketing endeavors have a good impact on societal welfare. The economic dimension is guided by an anthropocentric worldview, prioritizing the satisfaction of human needs and wants. The marketing approach employed here is centered around the consumer, with a particular emphasis on green marketing tactics that specifically target environmentally conscious consumers. The aim is to develop tailored goods that attract this particular demographic, thus stimulating economic expansion while simultaneously taking into account ecological consequences. The environmental dimension embraces a biocentric or ecocentric ideology, which places utmost importance on the well-being and long-term viability of the environment. The marketing perspective is centered on environmental considerations, emphasizing the production and promotion of environmentally friendly or sustainable products. The primary objective is to develop products that not only fulfill consumer requirements but also promote a more sustainable environment by integrating corporate operations with environmental sustainability. There is a concept that society should regulate its desires to gratify its needs without the negative effect on its environment; it needs to be conscious that its behaviors will be reproduced on it and thus originates the role of marketing traditional economics, which takes into account the necessities of environmental consumers not only understanding profit. The third pillar mixes human and other than human systems into a connection of symbiotic associations, but also, it donates environmental responsiveness, social equity, and economic progress to the intention to attain habitable and living communities. This is replicated in the sustainability of tourism in specific and economic development as a whole [25].

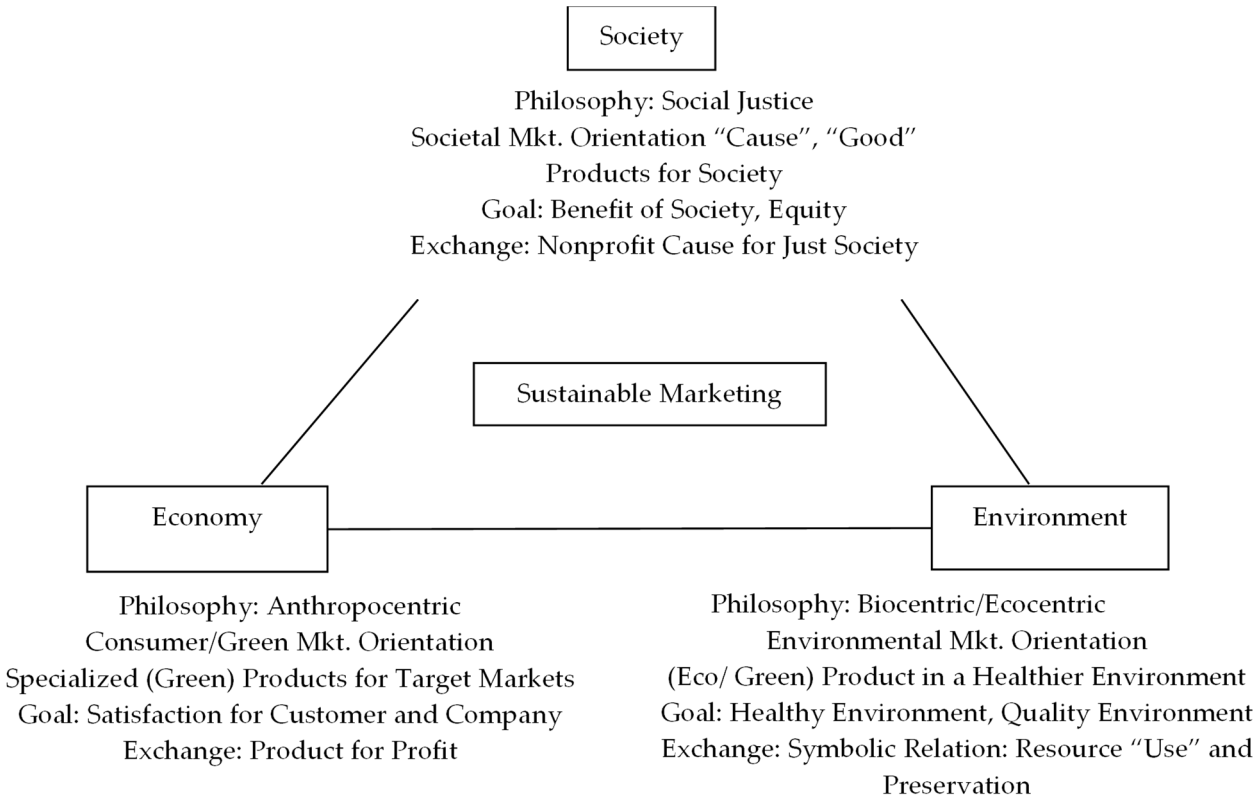

Figure 1. Sustainable marketing model.

Mass tourism regularly fascinates visitors who are looking for sun, sea, and sand at the place of tourism. The visitor groups are generally enormous when it comes to a fixed package like organized mass tourism [26]. Sustainable mass tourism is nowadays a philosophy that cannot be fruitfully applied to the tourism business [27]. Ref. [28] claims that sustainable development is today an established word, but the adaption of the theory and the application of the idea have not been successful [29]. Sustainability has its origins in conservationism, and it is thus significant to save a stable view of the theory. Ecological tourism is the trend of people who are leaving their typical habitat in search of outdoor recreation in the terrain. This paper will illuminate sustainable tourism and then develop forms of tourism, describing specifically the place and role of environmental tourism in relation to sustainable tourism and ecotourism. For environmental tourism to be positive, it is indispensable to assume sufficient marketing efforts. The job is not to bind the development of tourism but to accomplish it together with the travelers, atmosphere, and host inhabitants [30].

The tourism approach, the relationship between sustainable tourism and climate change, the sustainable tourism development indicators and designs, the incorporation of sustainable ideas into tourism procedures, and the role of the sustainable tourism strategy are all addressed. The creation and implementation of sustainable tourism initiatives are a direct response to global climate change and issues associated with sustainable development [31]. Environmentally conscious conduct refers to both the destination and type of tourism chosen, as well as the behavior displayed in the visitor's visit and travel to the tourist destination. When tourists make vacation plans, they increasingly consider a destination's reputation for social and environmental responsibilities. Significant differences exist between these categories in terms of ecological orientation and concern for sustainable tourism development [32]. The marketing mix comprises eight P's: product, pricing, place, and promotion, as well as extra concepts such as packaging, programming, and people partnership. Tourism marketing should not be viewed solely as a means of attracting additional tourists, as has been the case for the majority of destinations. As a substitute, marketing should be utilized as a tactical device within an organization with planning and management, rather than as a sales tool, to accomplish predefined objectives that substantiate the destination's sustainability.

As seen in Figure 2, this diagram illustrates a model of sustainable tourism, which is conceptualized as the intersection of four key dimensions: environmental integrity, social equity, economic prosperity, and the tourism value chain. The model highlights the significance of adopting a comprehensive approach to tourism that incorporates environmental, social, and economic factors into the overall tourism experience. This approach aims to establish sustainable practices that are mutually beneficial for both the destination and the tourists. The tourism value chain is largely determined by triple bottom line (social, economic, and environmental) drivers. According to [33], value is added throughout the value chain method by organizations and businesses, and the industry components of Lieper's tourist system are composed of corporations and enterprises. Examples of related determinants are travel agents, attractions, housing and transportation companies, tour wholesalers, and destination marketing partners. It is reasonable to assume that the aforementioned institutions and businesses contribute to the deterioration of a civilization's sociocultural and environmental factors. The exploration concludes that it is preferable to present transportation to tourist attractions in a different manner, since this would reduce tourism's environmental impact on the environment and civilization. Sustainable tourism is situated at the intersection of these four aspects. This indicates that genuine sustainable tourism is accomplished when activities are economically advantageous, socially fair, environmentally responsible, and smoothly integrated into the tourism value chain.

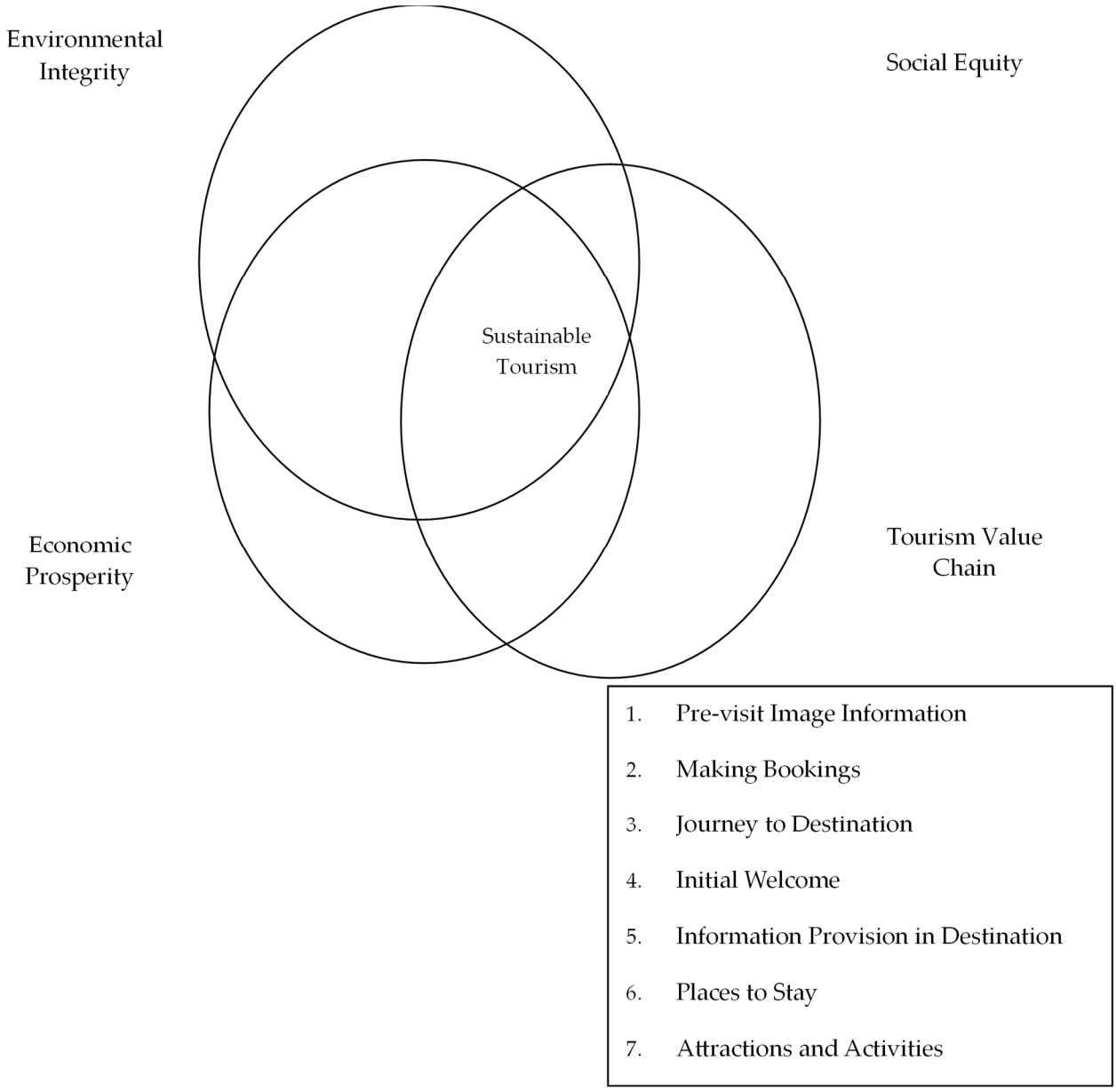

Figure 2. Dimensions of sustainable tourism.

According to related research, development should be viewed as a procedure [34]. Physical changes might be detected in the process. The three phases of sustainable tourist development are as follows. These phases are exhibited by tourists identifying new and more fascinating places; disseminating information about the new destination and its implications; and responding to the host society's increased interest by displaying notices in emerging communal buildings and facilities. Thus, sustainable tourism development is unquestionably a holistic approach that takes social and economic factors into account. However, sustainable tourism development has not been guided by a holistic perspective that takes into account the multiple dimensions of tourism's impact.

Over the last two decades, supply chain management has received significant attention from industrial businesses. However, this concept has received little funding from the tourism industry. There is an enormous disparity in the level of attention paid to supply chain management in manufacturing versus service industries [35]. Ref. [35] asserts this, despite 35 years of addressing supply chain issues via the lens of the tourism business. Ref. [36] identified a number of environmental tourism applications, including reuse, reman-

ufacture, recycling, and alternative and reduced waste disposal. Reuse affects only a tiny portion of the material structure; remanufacture utilizes some components of the materials; and recycling refers to the whole transformation of the material's physical structure.

Beach and sand erosion, sand mining, soil erosion, and extensive pavement may be involved in the construction of sustainable tourism amenities, such as environmentally friendly housing, restaurants, water supply, and recreation facilities. Moreover, the building of roads and airports may cause habitat loss, landscape deterioration, and land degradation. Changes to currents and shorelines may come from sustainable port and barrier development. Comparable ecosystem loss and damage are brought on by the extraction of building materials including coral reefs, mangroves, sand, and local woodlands. The blasting and removal of coral for use as building materials for resorts have damaged coral reefs and reduced fisheries [37]. According to [38], there has been an increasing awareness of sustainable tourism as a means of economic modification and a foundation for rigid exchange in recent years. Each of the three determinants is connected, superimposed, and dependent on the others. Rough-cast competitions are taking place around the world in the economic, social, and environmental components of sustainable development [39].

Sustainability has become an increasingly important aspect of tourist growth in general [40]. Ref. [41] provides excellent overviews of the state of the discussion on sustainability and tourism at the moment. While tourism is frequently beneficial to the development of its destination places, this alone does not make it sustainable [42]. Eventually, tourism development may not always be the most efficient use of natural and cultural resources, resulting in unsustainable trajectories for both host societies and natural environments. Thus, sustainable tourism development should prioritize the protection of the natural environment and the enhancement of the host population's quality of life. Tourism may include dynamic transit to and from the destination, resident transportation, lodging, entertainment, recreation, nutrition, and shopping. The practice of sustainable tourism involves traveling to a place as a tourist while attempting to have a positive impact on the environment, community, and economy [42]. Nowadays, tourism-driven economic growth is the main purpose of national policy. Recently, researchers have begun to examine how to improve tourism from an economic, cultural, social, and environmental sustainability perspective. The current economic structure may be dismantled as the tourism industry develops, implying that some strategic creativity is required to achieve sustainable tourism in the area [43]. The study demonstrates that electronic human resource management systems have a substantial impact on attaining a sustainable competitive advantage in the tourist and hospitality sector. This is achieved through the integration of sustainable innovation and organizational agility as mediators. The findings indicate a favorable correlation between electronic human resource management and sustainable competitive advantage, sustainable innovation, and organizational agility. In addition, sustainable innovation and organizational agility are also positively linked to sustainable competitive advantage. Furthermore, the connection between electronic human resource management and sustainable competitive advantage is influenced by sustainable innovation and organizational agility [44]. The research investigates the impact of environmental corporate social responsibility on the perception of value and attitude towards green initiatives. It specifically examines how environmental well-being acts as a mediator in this relationship. The results indicate that there are positive correlations between environmental corporate social responsibility and green attitude, environmental well-being, and green perceived value. Additionally, there are also positive correlations between environmental well-being and both green attitude and green perceived value. Environmental well-being acts as a mediator in the connection between environmental corporate social responsibility and green attitude, as well as between environmental corporate social responsibility and green perceived value. The study fills a void in the existing literature by examining the impact of environmental corporate social responsibility and environmental well-being on the perception of value and attitude towards green practices in the tourism and hotel industry. Additionally, it offers practical suggestions for firms in these sectors to enhance their environmental corporate

social responsibility and environmental well-being initiatives, potentially enhancing the perceived environmental friendliness and attitude of their customers [45].

The marketing mix concept serves as a blueprint for examining what tourist organizations currently do and how they may more effectively satisfy growing sustainability needs. The host community may impose some obligation on the tourist manager to battle to verify the ecological tourism product's association rather than confrontation. While the weather cannot be controlled, both contributors and local residents may benefit from mechanisms that advance the physical and social surroundings [29]. The correct positioning of an environmental tourism location enables the tourist to distinguish it from the rivals' product, since theirs is distinctive. Frequently, intangible components are associated with the product, allowing the business to differentiate its contributions. Before a corporation can effectively exploit a gap in the market, it must first understand the market and its competitors. Despite the possibility of premium rates for specialized sustainable tourist products, these prices rarely cover all costs of the products' negative externalities. According to [46], airlines permit their passengers voluntarily to compensate for their trips by setting up specific fare rates in tickets. Nonetheless, the low subscription costs for such offset packages ensure that the expense to the physical environment is not entirely compensated. In a highly competitive market, price cuts by environmental tour operators are seen as a threat to the development of sustainable travel destinations [47]. Some other modes of movement include sailing, barging, walking, local buses, and trains, which have significant contributions to stable and sustainable local economies. Lower-impact modes of movement, such as walking, barging, sailing, cycling, and taking the local bus or train, may also contribute to the economic sustainability of local communities. Tourists have positive reactions to low-impact transportation to a vacation destination [48].

Environmental marketing communication strategies have a considerable impact on the development of sustainable tourism [20]. Given the significance of the product and consumption occurring simultaneously and in the same location, tourism businesses should pay close attention to location choices, namely a location that provides all customer, competitor, promotion, and marketing information necessary to support sustainable tourism development [49]. As a growing portion of the market abandons overdeveloped tourism destinations in favor of more environmentally advanced locations, the sustainability of local resources becomes a critical determinant of a destination's image [50]. Participants include all human actors who contribute to service delivery and hence influence tourists' perceptions, specifically, the firm's personnel, the tourists and other visitors, and service environment experts [51]. Symbols inspiring visitors to minimize their ecological footprint by, for example, reusing bathroom fixtures and minimizing water usage are a form of social marketing that encourages behavior change for the greater good of society. Other energy-saving assessments include sensor-activated public area lighting and key-activated illumination for accommodations from a sustainability perspective [52].

4. Conceptual Framework and Hypotheses Development

4.1. Environmental Integrity

Environmental integrity pertains to the condition in which a location's natural processes occur at the anticipated strength and frequency. Environmentally sound ecosystems must possess the ability to maintain and regulate themselves without any interference or involvement from humans. Every form of industrial development has a direct influence on the physical surroundings in which it occurs. Tourism activity inherently impacts the environment as consumers need to travel to the producing place to consume the final product [53]. The World Tourism Organization has defined sustainable tourism as the effective management of tourism activities that encompasses the responsible use of all resources, including natural resources. This approach aims to promote economic prosperity, social integrity, the preservation of biological diversity, the conservation of ecological processes, and the enhancement of life support systems [54]. Solid waste and pollution in the natural environment have a detrimental impact on the ecosystem. The physical repercussions of

forest clearance and the construction of tourism facilities and infrastructure include the degradation and loss of species and aesthetic attractiveness, as well as the disturbance and erosion of the local ecology [5]. Conversely, tourism can aid in the conservation of natural areas. A study conducted by [55] examined the ecological and economic repercussions in Indonesia and discovered a harmonious correlation between environmental degradation, economic development, and the tourism sector in the country. Therefore, the following hypothesis is formulated:

Hypothesis 1 (H1): Environmental integrity has a positive impact on sustainable tourism development.

4.2. Social Equity

Social equity, as defined in social policy, encompasses impartiality, fairness, and justice for all individuals, regardless of their background or situation. Social equity ensures that the economic and social advantages of tourism are distributed fairly among the community receiving them. This is achieved by increasing opportunities, money, and services for people who are less privileged compared with others. This contribution starts by making a general comment regarding the relationship between society and the environment [56–58]. The integration of several sociological perspectives has led to the establishment of a multifaceted theoretical framework for achieving economic and social sustainability [59]. In order to ensure sustainable tourism development and cultural integrity, it is crucial to uphold economic growth, social fairness, and aesthetic goals while also sustaining ecological chains, biological diversity, and life support systems simultaneously [30]. As stated in reference [60], sustainable tourism focuses on maximizing the utilization of natural, social, economic, and financial resources to promote the long-term growth of a country. Moreover, it offers indelible encounters and pleasure for visitors while enhancing the overall standard of living by collaborating with the local government, community, and stakeholders in the tourism industry. Ref. [61] identified various determinants that impact the growth of sustainable tourism. As per reference [61], sustainable tourism is influenced by various factors, including the government, local community, economic conditions, society, humanistic tourism resources, environment, tourism offerings, infrastructural development, technological adaption, and natural tourism resources. Therefore, the following hypothesis is formulated:

Hypothesis 2 (H2): Social equity has a positive impact on sustainable tourism development.

4.3. Economic Prosperity

Economic prosperity does not merely relate to a country's level of wealth; it also refers to the country's rate of economic growth, its level of economic security, and its level of competitiveness in the global marketplace. When tourism is successful, it raises the overall revenue of an economy while also creating thousands of jobs, improving a country's infrastructure, and cultivating a sense of cultural exchange between visitors and residents of that country. Travel and tourism produce a significant number of jobs in a variety of different industries [62]. Travel and tourism, both on a global and local scale, is a rapidly expanding and economically significant industry. It is essential for economic, social, and cultural development, as well as for providing realistic prospects for long-term, inclusive economic progress [63]. It is deemed essential to examine the long-term economic, environmental, and public health repercussions of this decision [64]. Because sustainability is considered a paradigm that dictates the sector's future [65], scholars have recently investigated the consequences of sustainability on tourism [65]. In recent decades, a large number of researchers have attempted to determine the implications of sustainable tourism development on economic growth [66]. The link between sustainable tourism development and economic growth in developing nations has drawn more and more attention in the past ten years. Despite its recent breadth, the scientific literature has not yet

examined the performance of this relationship's research effort, despite the fact that it has been ongoing for some time. There is an examination of the most cited authors, the places with the highest percentages of scientific production, the most prominent organizations, and the co-occurrence of keywords, as well as the most cited citations, publications, and co-authorship among the most cited authors. In addition to demonstrating the trend and influence of the published literature to date, these data also highlight the influence of existing and new research organizations. Also included is the identification of essential research topics, as well as a framework for future research in this area [67]. Therefore, the following is expected:

Hypothesis 3 (H3): Economic prosperity has a positive impact on sustainable tourism development.

4.4. Technological Adaption

Travel technology is sometimes known as tourism technology or hospitality automation. According to [68,69], travel technology is defined as the use of Information and Communication Technology (ICT) or Information Technology (IT) in the tourism, traveling, and hospitality sector. The tourism industry is undergoing a revolution, with technological advancements dictating the strategy and competitiveness of tourism companies and destinations worldwide. Specifically, the goal of this article is to investigate the transformational and disruptive nature of tourism technology. Technological improvements in tourism service ecosystems bring together a varied range of stakeholders. Tourism service ecosystems are becoming more complex. Travelers are increasingly assisted in co-creating value by technology-enabled tourism experiences throughout their journey, at every level. When it comes to tourism in the Ambient Intelligence (AmI) age (2020–future), there are many creative technologies to choose from. Inevitably, smart environments will fundamentally alter the structure of industries and the processes and practices that they employ, resulting in disruptive consequences on service innovation, strategy, management, marketing, and overall competitiveness for everyone involved [70]. The role of each actor in the process of creating tourist and hospitality value has been considerably altered as a result of the advancement of Information and Communication Technology (ICT). The tourism and hospitality sectors deserve praise for their innovative use of ICTs and embrace of current technologies, such as social media to communicate with consumers. ICT has been implemented intelligently and economically, necessitating fewer staff members [24]. One of the least developed economic sectors in the most industrialized nations is the tourism and hotel industry [51]. ICTs have gradually risen to the forefront of influencing the competitiveness of tourist groups and destinations. Therefore, the following is expected:

Hypothesis 4 (H4): Technological adaption has a positive impact on sustainable tourism development.

4.5. Partnership Enhancement

Numerous travel companies thrive as a result of partnerships. In order to allocate resources and talents toward initiatives that will increase revenue and achieve growth goals, hotels, airlines, cruise lines, destinations, and car rental firms must pool their resources and expertise. The tool for partnership enhancement establishes a framework for analyzing collaboration. It can be utilized as a health check in a partnership. Tourism is a multistakeholder business in which producers, government agencies, market intermediaries, nongovernmental organizations (NGOs), the general public, and tourists all share responsibility for destination competitiveness [71]. Stakeholders from the governmental and business sectors, as well as indigenous communities, are crucial in developing and implementing sustainable tourism [72]. Collaboration is viewed as critical for advancing the tourist industry's sustainability. Cross-sector collaborations are frequently recommended in the literature due to their possibility of resulting in the outcomes of sustainable develop-

ment [73,74]. As [75] points out, a true partnership between the producer (the environment, indigenous culture, and people), the supplier (the tourism industry), and the consumer (the tourist) is critical for balancing community needs with environmental sustainability while also profiting the stakeholders. Collaboration theory has grown increasingly common in tourist planning, management, and development over the last decade to aid in the management of developing environmental concerns such as climate change, biodiversity loss, resource depletion, and globalization's effects [76]. Therefore, the following is expected:

Hypothesis 5 (H5): Partnership enhancement has a positive impact on sustainable tourism development.

This study identified sustainable tourism development as a dependent variable, whereas environmental integrity, social equity, economic prosperity, technological adaption, and partnership enhancement were identified and marked as independent variables. Figure 3 illustrates the conceptual model, and the developed hypotheses (H1 to H5) were constructed based on the prior literature and discussions.

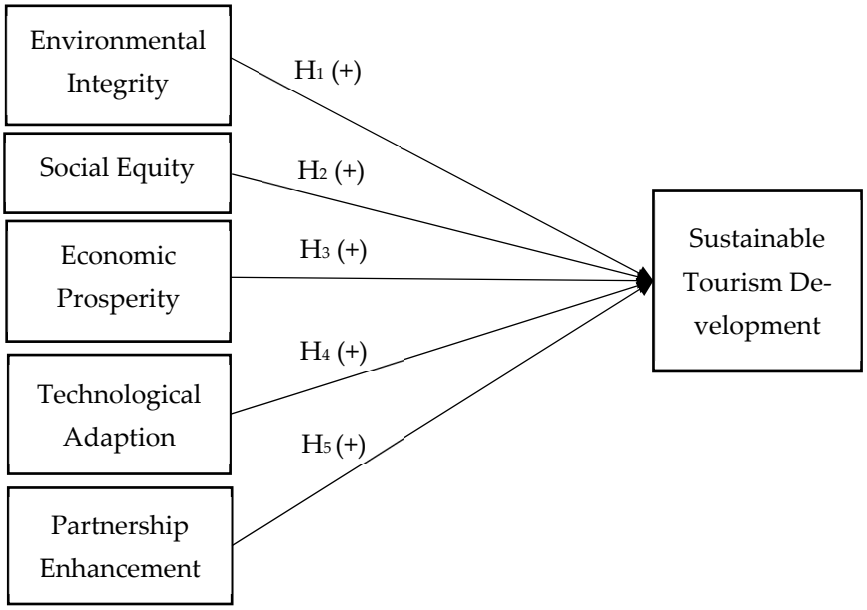

Figure 3. Research model.

5. Materials and Methods

5.1. Research Design

This study intended to apply the research design by combining the data analysis process and data collection that were used in this research [77]. Basically, this study is quantitative research, where data were collected through a structural questionnaire. An internet-supported purposive sampling survey was conducted effectively to examine the developed hypotheses. Furthermore, a descriptive study was applied in this research and was intended to collect survey participants' perceptions and attitudes regarding sustainable tourism development during the post-COVID-19 pandemic period in the context of Bangladesh.

5.2. Methods of Research Data Collection

Firstly, this study obtained consent from the respondents to collect data. Data were collected in written form for this study. The research used both primary and secondary data to make the research more accurate and presentable for the readers. In this regard, primary data were collected through a structured questionnaire using the survey method. According to [78], it is more practical for research related to the tourism area to use questionnaire data

collection techniques to have more actual indigenous professional tourists' perceptions and opinions.

Secondly, a Google form was developed to collect the primary data from the respondents regarding the sustainable tourism development in Bangladesh during the post-COVID-19 pandemic time. After that, the Google form was shared with the respondents using different types of social media platforms, like Facebook, WhatsApp, LinkedIn, and Twitter, as well as using personal mail addresses. For the people who were linked with different kinds of tourism activities, such as destination tourism, religious tourism, beach tourism, etc., the questionnaire was designed and developed for them to obtain a better understanding of the sustainable tourism industry in Bangladesh.

Moreover, secondary data from various publications, including books, newspapers, and articles, were incorporated into this research report. Research Gate, Google Scholar, and Emerald Insight were just a few of the internet sources that this study combed through to gather secondary data. Research from prestigious publications, including Tourism Management, Tourism Review, Journal of Sustainable Tourism, Current Issues in Tourism, Sustainability, International Journal of Tourism Research, Journal of China Tourism Research, and others was used to gather secondary data for this study.

5.3. Method of Sampling

5.3.1. Sampling Unit

The population for this study is individuals who are more than 20 years old, have held similar attitudes and behaviors toward the tourism industry, and have visited different tourist destinations [79]. The population is therefore aware of this investigation. There is not a specific sampling unit set out for this study among the entire population. Students, employees, and businesspeople are regarded as the population in this study.

5.3.2. Sampling Technique

The required data were gathered through online purposive sampling after the COVID-19 pandemic period, whereas respondents were selected using nonprobability sampling techniques. The questionnaire was sent using Google Forms Link, and the researchers collected data by providing this link to various convenient individuals. This study utilized the nonprobability sampling technique, as it requires less time, money, and energy. The purposive sampling technique is a nonprobability sampling technique that allows researchers to collect the required data conveniently, and the required cost is also very cheap compared with the others. Purposive sampling techniques have been employed among the many nonprobability sampling methods because they are readily available, have a relatively cheap cost, and are practical.

5.3.3. Sample Size

Using a structured questionnaire, the purposive sampling approach was used to gather the opinions of respondents (N = 302). The sample (N = 302) was drawn from Cox's Bazar, Kuakata, Ahsan Manzil, Lalbag Fort, National Martyrs Monument, Sundarban, Shat Gambuj mosque, the Shrine of Hazrat Shahjalal, Jaflong, and Srimongol, among other popular tourist locations in Bangladesh.

5.4. Measurement Scale of the Dependent and Independent Variables

This study uses a Likert scale that consists of five stages (1 to 5). In this scale, 1 is used for Strongly Disagree, 2 is used for Disagree, 3 is used for Somewhat, 4 is used for Agree and finally, 5 is used for Strongly Agree. The scale was used for measuring all variables, including dependent and independent variables, as well as seeking respondents' responses individually regarding the sustainable tourism development in Bangladesh after the post-COVID-19 pandemic period.

Measurement Instruments

In the post-COVID-19 pandemic period, the scale items for measuring sustainable tourism development in Bangladesh were adapted from [12,24,33,70–72,80,81]. Table 1 explains that the research used five constructs of sustainable tourism development in Bangladesh during the postpandemic period. It is important because it provides a holistic approach to sustainable tourism development in Bangladesh, especially in a postpandemic era. It balances economic recovery with environmental integrity, social equity, technological adaption, and partnership enhancement in the postpandemic era, all of which are crucial for building a more resilient and sustainable tourism sector. By integrating these constructs, the research offers a roadmap for policymakers, businesses, and communities to develop tourism in a way that benefits both the present and future generations. The environmental integrity factor includes environmental awareness issues, cleanliness of tourism areas, natural preservation of the environment, reuse, remanufacture, recycling, and disposal. The social equity factor includes environmental tourism advancements, environmental management, special tourism days for society, and environmental support services. Economic prosperity factors include the environmental pricing approach, solid waste separation, solar energy, environmental vehicles, and tourism price balanced with quality. Technological adaption factors include the application of ICT in the tourism industry, e-information, and online ticketing systems. Partnership enhancement factors include sharing with others, cooperation with other agencies, collaboration activities of stakeholders, and helping to grow the tourism industry.

Table 1. Origin of Constructs and Measured Variables.

Constructs	Items	Measured Variables	Adapted from
Environmental Integrity	EI1	Environmental awareness issues	[12,24,33,70–72,80,81]
	EI2	Cleanliness of tourism area	
	EI3	Natural preservation for the environment	
	EI4	Reuse, remanufacture, recycle, and disposal	
Social Equity	SEI	Environmental tourism advancements	
	SE2	Environmental management	
	SE3	Tourism special day for the society	
	SE4	Environmental support services	
Economic Prosperity	EP1	Environmental pricing approach	
	EP2	Solid waste separation	
	EP3	Solar energy and environmental vehicles	
	EP4	Tourism price balanced with quality	
Technological Adaption	TA1	Application of ICT in the tourism Industry	
	TA2	E-information and online ticketing system	
Partnership Enhancement	PE1	By sharing with others	
	PE2	Co-operation with each other agencies	
	PE3	Collaboration activities of stakeholders	
	PE4	Help to growth in the tourism industry	
Sustainable Tourism Development	STD1	Choose to visit the tourist destinations	
	STD2	Sustain tourism destination attractions	
	STD1	Create employment opportunities	

5.5. Data Analysis

The raw data that were generated through questionnaire surveys were examined through SmartPLS software (version 3.0). Structural Equation Modeling (SEM) was applied for the verification of the conceptual model to ensure the model's fitness. This research applied percentile measures and frequency distribution, primarily for the sample distribution and using mean and standard deviation. This study examines descriptive statistics. Furthermore, it uses collinearity statistics to examine and test the multicollinearity of all the independent variables. Additionally, Cronbach's Alpha and Composite Reliability (CR) were applied to ensure the reliability of the data and items of the scale. To verify the Fornell–Larcker Criterion and the Heterotrait–Monotrait ratio (HTMT), discriminant validity was applied also.

5.6. Quality of Data Assurance

Regarding this study's purpose, objective, scale used, procedures of data collection, and questionnaire survey, the enumerators and supervisors had the proper idea and understanding that lead to the smooth functioning of the research work. The obtained data were tested and verified before being input into SmartPLS by trained inspectors on a daily basis.

6. Results

6.1. Descriptive Statistics Analysis

The scores' mean and standard deviation were used to assess each factor. The variables' determined mean values were used to order them. Environmental integrity produces the greatest mean score (M = 4.4106), while social equality generates the lowest mean score (M = 3.5422), as seen in Table 2. Except for environmental integrity, all factors had mean ratings that were modest. In comparison with other characteristics, it was advised that there should be no greater variance between social equity and environmental integrity.

Table 2. Descriptive statistics analysis.

Constructs	Mean	Std. Deviation	Rank
Environmental integrity	4.4106	0.55411	1
Social equity	3.5422	0.86102	5
Economic prosperity	3.5530	0.85035	4
Technological adaption	3.7127	0.89483	2
Partnership enhancement	3.5646	0.95756	3

6.2. Multicollinearity Test

To determine if the independent variables are strongly associated with one another, a multicollinearity test is utilized. The predicted path coefficients are impacted by the predictors' collinearity [82]. The presence of collinearity between predictor constructs is indicated by a variance inflation aspect of 5 or higher and a tolerance of less than 0.10 [82]. Collinearity data revealed that all VIF and tolerance values fall within a range that is acceptable, as shown in Table 3. They demonstrate that the capacity of the independent variables to understand the outcome variable will not be hampered by multicollinearity.

Table 3. Multicollinearity test.

Constructs	Collinearity Statistics	
	Tolerance	VIF
Environmental integrity	0.849	1.177
Social equity	0.845	1.183

Table 3. *Cont.*

Constructs	Collinearity Statistics	
	Tolerance	VIF
Economic prosperity	0.928	1.077
Technological adaption	0.904	1.106
Partnership enhancement	0.917	1.090

6.3. Measurement Model Analysis (Outer Model)

According to [82], a Measurement Model is considered a theoretical path model that trends to indicate the relationship with different variables. In another sense, a Measurement Model can be called an outer model in PLS-SEM. A Confirmatory Factory Analysis (CFA) was run to check the effectiveness of whether the item was loaded on the right track or not [82]. In addition, this study used the SmartPLS (Version 3) for conducting Structural Equation Modeling (SEM) [83].

6.3.1. Unidimensionality

This is indicated by the unidimensionality aspects of constructs in which each and every measured item requires an acceptable rate of factor loading according to the latent construct. According to [82], it is recommended that each and every construct's item factor loading value should be 0.70 or more. Here, Table 4 illustrates that the factor loading for all items is more than 0.70, except the value of the Partnership Enhancement (PE4). Nevertheless, the value of the Partnership Enhancement (PE4) is approximately 0.70, so the items of this construct are kept and considered. In this way, the model of the unidimensionality measurement was identified and established.

Table 4. Measurement model summary.

Construct	Items	Factor Loading	AVE	CR	Cronbach's α
Environmental integrity	EI1	0.950	0.840	0.954	0.936
	EI2	0.944			
	EI3	0.911			
	EI4	0.857			
Social equity	SEI	0.905	0.781	0.934	0.906
	SE2	0.824			
	SE3	0.911			
	SE4	0.891			
Economic prosperity	EP1	0.778	0.622	0.867	0.803
	EP2	0.774			
	EP3	0.874			
	EP4	0.720			
Technological adaption	TA1	1.000	0.999	1.000	0.999
	TA2	1.000			
Partnership enhancement	PE2	0.889	0.685	0.896	0.860
	PE2	0.846			
	PE3	0.899			
	PE4	0.654			
Sustainable tourism development	STD1	0.981	0.946	0.981	0.971
	STD2	0.960			
	STD3	0.976			

6.3.2. Construct Reliability Tests

To test the reliability of data and internal consistency of each latent construct the construct reliability has been introduced. Among the most frequently used approaches to identify the reliability of constructs, the alpha of Cronbach and Composite Reliability (CR) were applied. As [82] recommended, the reliability values of the construct should be exactly 0.70 or above. Table 4 explains that all the values of Cronbach's Alpha and Composite Reliability (CR) fell into the required level, which is acceptable according to [82]. Therefore, it ensured that the factors were reliable for further analysis.

6.3.3. Convergent Validity Tests

To explain the convergent validity of the latent construct, values of the average variance extracted (AVE) over 0.50 [82] were employed. The latent variables may be responsible for 50% or more of the variation in the observed items, according to the AVE value of 0.50 or higher. As shown in Table 4, each AVE value was, however, appropriate and hence valid for further research.

6.3.4. Discriminant Validity Tests

Discriminant validity assures that there is no significant cross-loading or connection between the latent constructs. To develop discriminant validity, the coefficients between the constructs of the square root of AVE and correlation coefficients were compared [82]. Table 5 explains that the interconstruct similarities observed off-diagonally were less than the square roots of AVE displayed diagonally. Hence, the research constructs are shown to have discriminant validity.

Table 5. Discriminant validity tests: Fornell–Larcker Criterion.

	Economic Prosperity	Environmental Integrity	Partnership Enhancement	Social Equity	Sustainable Tourism Development	Technological Adaption
Economic Prosperity	0.788					
Environmental Integrity	0.091	0.916				
Partnership Enhancement	0.116	0.204	0.828			
Social Equity	0.124	0.365	0.189	0.884		
Sustainable Tourism Development	0.195	0.219	0.158	0.228	0.972	
Technological Adaption	0.274	0.067	0.204	0.140	0.226	1.000

Note: Off-diagonal elements are correlations among constructs and diagonal elements are the square root of AVE.

The Heterotrait–Monotrait ratio (HTMT) of correlations is an additional test for discriminant validity in PLS-SEM [82]. Real correlations between two variables are found using the HTMT criteria. Any result higher than the suggested maximum HTMT value of 0.90 indicates a lack of discriminant validity [82]. All aspect values are less than 0.90, as shown in Table 6, confirming discriminant validity.

Table 6. Discriminant validity tests: Heterotrait–Monotrait Ratio (HTMT).

	Economic Prosperity	Environmental Integrity	Partnership Enhancement	Social Equity	Sustainable Tourism Development	Technological Adaption
Economic Prosperity						
Environmental Integrity	0.127					
Partnership Enhancement	0.125	0.235				
Social Equity	0.144	0.390	0.223			
Sustainable Tourism Development	0.203	0.228	0.143	0.237		
Technological Adaption	0.286	0.105	0.187	0.162	0.228	

6.4. Structural Model Analysis (Inner Model)

The structural model has to be evaluated after thorough measurement model testing and validation [82]. By analyzing the structural model, it is possible to decide whether to accept or reject the given hypotheses based on major and insignificant relationships [84]. In this analysis, a bootstrapping approach was used to estimate the model using a subsample of 500 participants [83].

The structural model analysis involves t-values, *p*-values, paths, and path coefficients. The developed hypotheses were examined utilizing the two-tailed t-test (Significance level = 5%). The minimum required t-value is 1.96. If the assessed t-value is more than 1.96, then we can consider it as statistically significant. The results of Table 7 and Figure 4 show that, at *p* 0.05, the path coefficients of four latent constructs—environmental integrity, economic prosperity, social equity, and technological adaption—had a substantial and favorable impact on the development of sustainable tourism. The aforementioned hypotheses—H1, H2, H3, and H4—were accepted. A negligible beneficial effect on the growth of sustainable tourism was, however, produced via partnership enhancement. H5 was therefore rejected. The greatest path coefficient (β4 = 0.154) for technological adaption showed that, if technological adaption rose by one standard deviation unit, sustainable tourism growth might rise by 0.154 standard deviation units, provided all other independent variables remained constant.

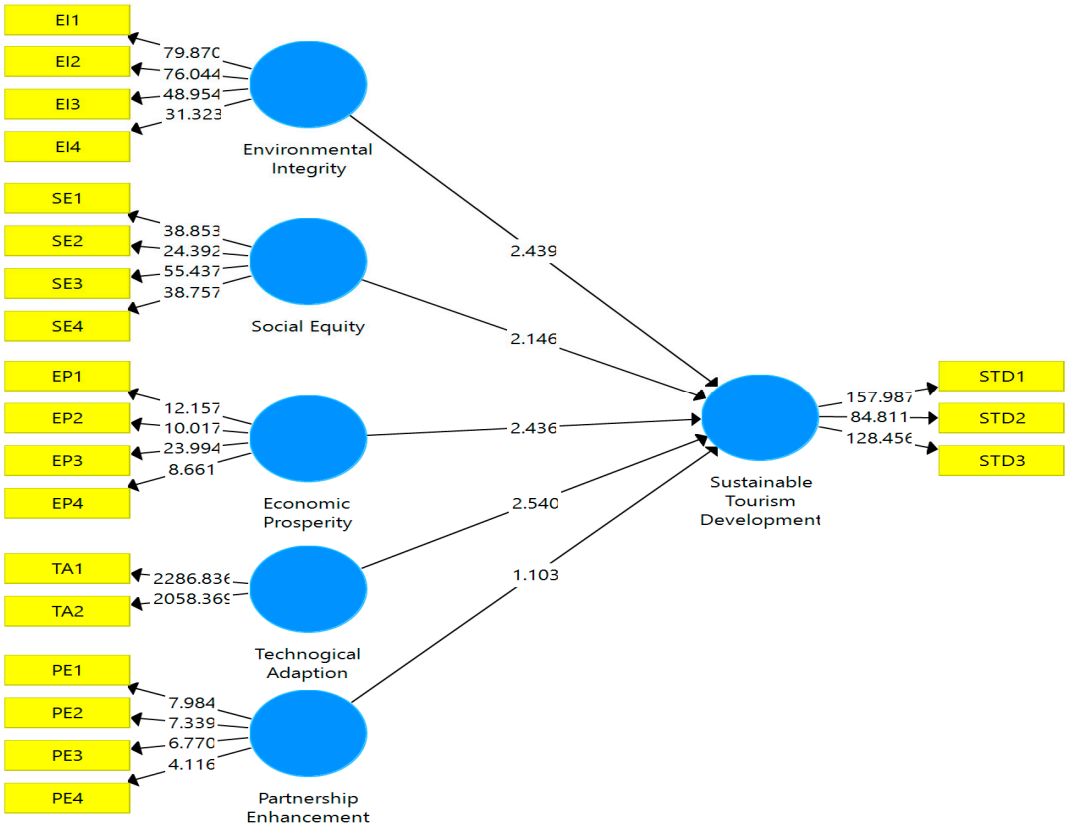

Figure 4. Structural model.

Table 7. Structural model estimates.

Path	Coefficient (β)	t-Values	*p*-Values	Results
H_1: Environmental integrity -> Sustainable tourism development	0.138	2.439	0.015	Significant
H_2: Social equity -> Sustainable tourism development	0.130	2.146	0.032	Significant
H_3: Economic prosperity -> Sustainable tourism development	0.117	2.436	0.015	Significant

Table 7. *Cont.*

Path	Coefficient (β)	t-Values	*p*-Values	Results
H_4: Technological adaption -> Sustainable tourism development	0.154	2.540	0.011	Significant
H_5: Partnership enhancement -> Sustainable tourism development	0.060	1.103	0.270	Insignificant

Note: $p < 0.05$, based on the two-tailed test; t = 1.96.

7. Discussions and Conclusions

Sustainable tourism development is essential for preserving the natural, cultural, and social resources upon which the tourism industry depends. By balancing economic growth with environmental stewardship and social responsibility, sustainable tourism ensures that destinations can continue to thrive for future generations. It enhances the welfare of nearby communities, safeguards ecosystems, and provides travelers with significant experiences that cultivate admiration for the varied cultures and environments of the world. The effective implementation of sustainable tourism requires essential collaboration among governments, businesses, and tourists. Through embracing sustainable practices, the tourism industry has the potential to make a positive impact on pressing global issues like climate change, biodiversity loss, and social imbalance, thus fostering a future that is both sustainable and fair for everyone [85].

The term sustainable tourism development describes travel and tourism that lessens the negative effects of visitors on the places they visit, promotes the preservation of cultural and natural heritage, upholds the environment, and offers local people long-term opportunities for social and economic advancement. To secure the tourism industry's long-term survival, sustainability attitudes must be related to the ecological, economic, and social components of tourist development. A healthy balance between these three dimensions is required for long-term viability. One of the most attractive and naturally wealthy locations in Bangladesh is a unique tourist destination and a major tourist attraction in the country, and it has the potential to be built and maintained as the country's primary sustainable tourism destination. Through factor analysis and other measurements, this study elucidates the social, cultural, environmental, economic, political, and other factors affecting the sustainability of a particular region and makes recommendations on the creative measures that should be taken to mitigate and switch the negative effects of tourism on the environment, economy, and society in order to make the region a sustainable tourism destination [86]. Effective management of the tourism economy at every location not only contributes to the development of the tourists' experience but also expands opportunities and protects the environment, all while ensuring the host community's and industries' interests are protected. This study demonstrates ingenuity for efficiently progressing and completing tourism in a particular tourism destination, Bangladesh, a world heritage site, through the use of sustainable measures that ensure high-quality tourist experiences and minimize the impact of tourism on the tourism destination's environment and host community. This study began with a destination audit and concluded with a scenario analysis using some of the guidelines given by the authors of [69] in their guidebook on pointers for sustainable tourism destination development. A number of issues have been identified that a particular tourism site is currently confronted with as a result of tourism. Due to the fact that each of the recognized subjects is unique in terms of their significance and consequences, a system of priority has been established to handle them. Additionally, the work in [87] emphasized that destination management requires a coalition of numerous groups and interests united in pursuit of a shared purpose. As a result, this study advocated for a multistakeholder approach to achieving the common aim of sustainable tourism development and management in a specific tourism location. Finally, the exploration concluded with the development of an action plan in collaboration with key stakeholders and their persuasive roles in confirming the long-term sustainability and efficacy of a specific tourism destination, Bangladesh [81].

The aim of this research was to examine how determinants such as environmental integrity, social equality, economic prosperity, technology adaption, and partnership enhancement affected sustainable tourism development during the post-COVID-19 pandemic era in the context of Bangladesh. In Bangladesh, following the COVID-19 pandemic, this research identified key factors that would assist sustainable tourism growth.

After studying the majority of the relevant literature on factors affecting sustainable tourism development (STD), it was found that most research examined the influence of determinants on farming sustainability, sustainable marketing, sustainability of the destination, sustainable improvement challenges, tourism value chain, tourism and hospitality industries, tourism groups and destinations, implementation of sustainable tourism, and sustainable tourism development [20,25,31–33,39,49,71,72,88]. The elements impacting sustainable tourism development in the post-COVID-19 pandemic period in the context of Bangladesh were acknowledged because the subject field was determined to be under-researched.

The findings showed that sustainable tourism development during the post-COVID-19 pandemic period in Bangladesh was positively correlated with environmental integrity, social equity, economic prosperity, and technological adaption. On the other hand, in the context of Bangladesh, during the post-COVID-19 pandemic era, partnership enhancement was not shown to be substantially related to the growth of sustainable tourism. Technological adaption was the most important driver ($\beta 4 = 0.154$) of all the factors, which was in line with the findings of [24], who discovered that determinants of technological adaption had an impact on the growth of sustainable tourism. Environmental integrity was the second most important driver ($\beta 1 = 0.138$), which was in line with [20,33,49], resulting in the conclusion that environmental integrity had a favorable and substantial impact on sustainable tourism development. Social equity was the third most significant determinant ($\beta 2 = 0.130$), which is consistent with [20,33,49], resulting in the conclusion that social equity had a significant effect on sustainable tourism development. Likewise, the fourth most significant driver ($\beta 3 = 0.117$) was economic prosperity, which was consistent with the results of [20,33,49], who found that economic prosperity had a positive association with sustainable tourism development. In contrast, partnership enhancement was the insignificant driver ($\beta 5 = 0.060$), which contradicted the findings of [25,31–33,39,71,72,88], which found a positive and important association between partnership enhancement and sustainable tourism development.

Bangladesh's tourism and hospitality business participants in Bangladesh's tourism and hospitality businesses should opportunistically develop the sector's determinants. According to research, environmental integrity, social equity, economic prosperity, and technological adaption were more important from the perspective of Bangladesh for stakeholders (Bangladesh Tourism Board, Bangladesh Parjatan Corporation, government, policymakers, etc.) concerned with sustainable tourism development in the post-COVID-19 pandemic era. On the contrary, partnership enhancement was less relevant. Four items were used to evaluate the partnership enhancement: sharing with others, cooperation with each other agencies, collaboration activities of stakeholders, and growth in the tourism industry. So, according to the findings, those four factors or items did not have an impact on sustainable tourism growth in Bangladesh following the COVID-19 pandemic. To enable broad engagement and consensus building, sustainable tourism development requires the intelligent participation of all relevant stakeholders, as well as strong political leadership. This research found that there was a significant positive relationship between general political behavior and turnover intentions in hotels and travel agencies [89]. This paper recommends that influential strategic determinants be assisted to establish the sustainable tourism industry in emerging countries such as Bangladesh.

7.1. Theoretical Implications

The results of the PLS-SEM analysis offer significant theoretical contributions to the literature on sustainable tourism development, particularly in the context of emerging economies like Bangladesh during the post-COVID-19 pandemic era.

Firstly, the findings support the current theoretical models that highlight the multifaceted aspect of sustainable tourism. The correlations established between environmental integrity, social equality, economic success, and technology adaption in relation to sustainable tourist development affirm that these characteristics are essential elements of a comprehensive sustainable tourism framework. The validation is essential for enhancing the theoretical basis of sustainable tourism, especially in the context of developing nations.

Secondly, the incorporation of technological adaptation as a crucial factor in sustainable tourism development emphasizes the changing nature of tourism in the digital era. This discovery implies that conventional sustainable tourism models, which mainly concentrate on environmental, social, and economic aspects, must be broadened to include the influence of technology. Contemporary theoretical frameworks need to examine the impact of digital innovations and technical breakthroughs on the success or failure of sustainability initiatives in the tourism industry.

Thirdly, this paper presents empirical data supporting the applicability of sustainable tourism ideas, which have primarily been tested in developed environments, to developing countries such as Bangladesh, even in the postpandemic situation. This study contributes to the wider theoretical discussion by showcasing the applicability of sustainable tourism principles across diverse locations. However, it highlights the need for region-specific adaptations to effectively tackle the distinct difficulties and opportunities encountered in each area.

Fourthly, the findings add to the growing corpus of scholarship on tourism development in the post-COVID-19 era. This paper examines how the pandemic has affected the components that contribute to sustainable tourism, including environmental, social, economic, and technical factors. It provides theoretical insights into the changes in these determinants during this unique period. This can result in the creation of novel theoretical frameworks that explicitly focus on the postpandemic environment.

Fifthly, the strong correlations between the identified elements and sustainable tourism growth indicate the necessity for multidisciplinary methods in theoretical study. Researchers should investigate the intersections of environmental science, social equity, economics, and technology studies in order to formulate more complete theories that can provide better explanations and predictions for sustainable tourism outcomes in various settings.

Finally, these theoretical implications highlight the necessity of enhancing and broadening current sustainable tourism theories to include new aspects, such as technological adaptation, and to take into account the particular circumstances of developing nations and postpandemic conditions. This work establishes a basis for future research to construct more resilient and contextually appropriate theories of sustainable tourist development.

7.2. Practical Implications

The findings from the PLS-SEM analysis highlight several important practical implications for stakeholders in the tourism sector in Bangladesh, particularly in the post-COVID-19 era.

Firstly, since environmental integrity positively influences sustainable tourism development, tourism operators and policymakers should prioritize environmental conservation initiatives. This may encompass the advocacy of environmentally conscious behaviors, mitigating the impact of greenhouse gas emissions, and safeguarding the integrity of natural assets. Implementing these measures will not only conserve the environment but also attract eco-conscious tourists, thereby enhancing the long-term sustainability of the sector.

Secondly, the positive relationship between social equity and sustainable tourism suggests that inclusivity and fairness in tourism development are essential. Stakeholders should prioritize the establishment of fair and just opportunities for local communities,

guaranteeing that the advantages of tourism are distributed extensively. This may entail bolstering local enterprises, fostering cross-cultural interactions, and offering educational and vocational opportunities to enable local inhabitants to engage in and reap the rewards of tourism endeavors.

Thirdly, the favorable impact of economic prosperity on sustainable tourism suggests that economic growth within the tourism industry is essential. In order to take full advantage of this opportunity, it is crucial to allocate resources towards improving infrastructure, marketing efforts, and talent development in order to boost the sector's competitiveness. Moreover, it is crucial to guarantee that the income generated from tourism is reinvested into the local economies, as this can contribute to the long-term sustainability of the economic advantages brought by tourism.

Fourthly, the correlation between the use of technology and sustainable tourism highlights the crucial role of harnessing technology for the growth of the sector. Tourism enterprises ought to embrace digital tools and platforms in order to enhance consumer experiences, optimize operational efficiency, and expand their reach to a wider audience. Furthermore, technology can be utilized to advance sustainable practices, specifically by creating intelligent tourist projects that track ecological consequences and enhance the efficient utilization of resources.

Finally, the practical implications indicate that a comprehensive approach, which includes environmental, social, economic, and technological factors, is crucial for fostering sustainable tourist growth in Bangladesh throughout its recovery from the COVID-19 pandemic. By prioritizing these areas, stakeholders can guarantee the resurgence and prosperity of the tourism sector in a sustainable manner.

8. Limitations and Further Research

This study aimed to examine the impact of many elements (environmental integrity, social equity, economic prosperity, technological adaption, and partnership enhancement) on sustainable tourism development in Bangladesh after the COVID-19 pandemic. The results indicate that four factors—environmental integrity, social equity, economic prosperity, and technological adaption—significantly and positively influenced sustainable tourism development after the COVID-19 pandemic. However, the aspect of partnership enhancement did not contribute to sustainable tourism growth throughout the COVID-19 period. Nevertheless, this study is not exempt from limitations like any other research. Firstly, the outcome is challenging to extrapolate due to the purposive sampling technique. It is advisable to utilize a representative sample. Furthermore, the statistics may not accurately reflect the opinions of skilled travelers from Bangladesh as a whole, as they are based on a limited sample size. Furthermore, this study examines the progress of sustainable tourism development specifically among respondents from Bangladesh. The results may differ among responders from different regions. Furthermore, a select cohort of 302 individuals was surveyed regarding their intended travel destinations in Bangladesh throughout the post-COVID-19 pandemic period. An expanded version of this study should have a more extensive sample size that encompasses all geographical regions of the country. Subsequent investigations can incorporate a heterogeneous sample of participants to provide abundant results.

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