

Sustainable Tourism Supply Chain Management for Tourism industry in Bangladesh

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Abstract

This study finds out how to construct and nurture STSCM for the tourism industry in Bangladesh supported by a contingency approach technique. In the Downward Sustainable Tourism Supply Chain Model, the study explains the correlation among the stakeholders of tourism industry, Policy Maker's planning and strategies for STSCM, the impacts of STSCM and finally what benefits tourism businesses will get by creating value for the tourists. In Sustainable Tourism Supply Chain Management Tree Model, It encapsulates the components of tourism supply chain which harmonize supply chain grid by creating value in the form of money and information for a perpetual relationship between tourists and tourism businesses. Overall, the result of the study is vital for NTO and the Tourism Stakeholders of the country to understand the framework and execution process of STSCM.

Keywords: *Sustainable tourism Supply Chain Management (STSCM), National Tourism Organization (NTO), Destination Management Organization (DMO), Sustainability and Tourism Stakeholders*