

What does it take
to be a Tourist?

Time

Money

Mobility

Motivation

All Tourism Activities are related to ...

- Attractions
- Culture
- Natural Resources
- Entertainment

Tourism in Bangladesh

Assets

- Hospitality
- Heritage
- Cultural & Natural Diversity
- „Unexplored“ destination in South Asia
- Growing domestic interest in travel
- Communication
- Low costs

Challenges

- Governance
- Climate
- Natural Disasters
- Safety
- Health & Sanitation
- Low Literacy Rate
- Tourism Policy
- Facilities

Basic requirements for sustainable tourism development

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ensuring long-term prosperity and the quality of life of future generations are not placed at risk.

Strategic Planning

- Comprehensive, systematic plan of action in line with national policies laws and local regulations
- Monitoring and adjusting plans and related projects according to priority needs

Capacity Building

- Sharing experience, expertise, facilities for strengthening cooperation
- Investing in human resources - customer care, communication skills, hospitality management, guiding, etc.

Basic requirements for sustainable tourism development

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Facilities

- Activities and Attractions
- Transport (road, air, water, rail)
- Communication
- Accommodation (hotel, lodge, guest house, home stay, cruising vessel, etc.) for overnight stay
- Food & Beverages
- Restrooms
- Medical Emergency Assistance

Services

- facilitation of travel - access to information and service providers related to destination
- financial transaction system
- Reservation & Booking system
- Guide service
- Reliable local partners where own infrastructure is not present

Critical considerations: carrying capacity, environmental & cultural impact, resource management (water, waste, energy)

Challenge for Sustainable Tourism

Finding a healthy balance between business and sustainable development

Available National Expertese:

- Capacity building and strengthening
- Assessing and assisting development of sustainable tourism plans for local communities or institutions
- Providing a market for local products and produce

Requirements to consider for investing in a new destination/partnership:

- Points of Attraction, Activities
- Environmental impact
- Feasibility of business plan & strategy of local partner
- Marketing opportunities
- Local capacity or potential (management, human resources)

Major Challenges faced by Local Communities in Sundarban Fringe Area



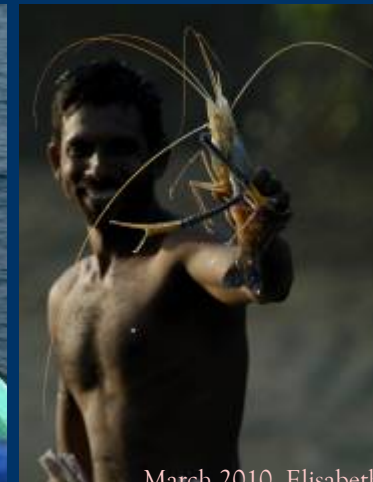
- Overpopulation
- Destructive harvest practices
- Low level of education
- No alternative income sources
- Agricultural land has been appropriated
- Encroaching Salinity

Local Economic Impact Analysis

- Visitors
- Tourist Facilities
- Transport Facilities
- Souvenirs
- Environmental Awareness
- Jobs



- Busses/Rickshaws
- Registered Boats
- Services
- Supplies (Food, Water)
- Fuel
- Cultural Activities
- Marketing
- Communication
- Emergency Services
- Capital



Goals & Objectives

- Increased local incomes
- Increased number of local enterprises
- Increased awareness of endangered wildlife
- Reduced poaching of shrimp fry, timber, wildlife
- Stable or increased Species Diversity
- Improved road transportation between Khulna and Mongla
- Certified Tour Operators (Compliance)

Threats & Assets

- Social values
- Boat Traffic
- Solid Waste
- Demand for illegal wildlife product
- Competition for established Tour Operators
- Local market prices
- Seasonal Activity
- Non-Compliance
- Urbanization

Strategies & Activities

- Capacity Building & Training
- Adapt Guidelines
- Quality control
- Monitoring system
- Develop & Improve Services & Products
- *Initiate and support start-up enterprises*



The quality of the environment
is essential to tourism.

Take Home Messages for Community-based Eco-Tourism Planning (and Development in General):

Do your Homework

Research
Available References
Lessons Learned

Listen & Learn

Local Knowledge
Personal Experiences
Ideas & Opportunities

Take Small Steps

Prioritize Innovation & Sustainability
No Promises!
Complete market chain analysis

Your personal actions reflect your commitment!

Let's work together towards Sustainable Tourism in Sundarban

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