

HIMALICA Pilot Tourism Development Project, Bandarban Hill District



ICIMOD

FOR MOUNTAINS AND PEOPLE

When you enter Bandarban, you enter a different world. A world in which there is unique harmony between people and nature. There is greenery all around, the local culture and food are unique, and the biodiversity is exceptionally rich. Among other things, the area is home to some of the highest mountain peaks in Bangladesh, many beautiful waterfalls, the majestic Sangu River and the area's distinct Jhum cultivation.

Eleven ethnic communities besides Bengalis live in the district. They include the native Marma, Mro, Bawm, Khyang, Tripura, Khumi, Chak, Chakma, Pangkhoya and Tongchangya people who have their own unique cultures and traditions.

Travellers from all over Bangladesh come month after month, year after year, to enjoy what this area has to offer.

The Support to Rural Livelihoods and Climate Change Adaptation – Himalica Programme, is implementing a pilot project aimed at creating livelihood opportunities and bringing in increased household incomes for local people. The initiative supports sustainable tourism which is environmentally and culturally sensitive, and which ensures a good spread of incomes in the local economy.

It seeks to support demonstratable pilot initiatives throughout the tourism value chain—regulation, planning, transport, accommodation, activities, food, entertainment and shopping, and promotes linkages between tourism and agriculture, handicrafts and local services. The pilot project focuses on 10 select Paras (neighbourhoods) of the Ruma Upazila (borough).

All the interventions introduced by Himalica have a clear FOCUS: high quality, state-of-the-art, and sustainable.



bandarban
people & nature in harmony

Bandarban | People and Nature in Harmony

The project promotes Bandarban under the banner 'people and nature in harmony'. The communities in the area have long valued the natural resources and climate of the area for agricultural purposes.

More recently tourism has become an important generator of local incomes and jobs. The pilot project works with local communities to develop tourism attractions and to create linkages with other sectors such as agriculture, handicrafts, and commerce.

Some of the successes achieved to date include:

- i) Improvement of tourism facilities such as toilets, seating and viewing points, ii) Provision of a boat for community-operated river trips, iii) Erecting welcome signs and maps of the area at main entry points, iv) Training of tour guides in Ruma, v) Establishing and financing a yarn bank for production of cloth and garments products, vi) Exposing local coffee growers to best practices coffee production and supporting them in planting coffee, vii) Laying out hiking trails leading to main attractions, and viii) Consulting with local villages on what they could do to develop tourism.

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Responsible Travel Destinations Bandarban, Bangladesh

