Promoting tourism in the Chittagong Hill Tracts (CHT) can offer a unique opportunity for communities to grow by developing new tourist sites, building youth capacity to manage tourism-related businesses, and linking local production with supply chains that broaden up markets. However, for upland communities, harnessing emerging tourism opportunities remains a formidable challenge.

HIMALICA aims to enhance sustainable tourism development and management in Bandarban district of CHT through inclusive, equitable, and responsible tourism. HIMALICA focuses on building capacity of the Bandarban Hill District Council (BHDC) by formulating destination management strategy and plans, and conducting activities on the ground with relevant stakeholders, and promote sustainable tourism by branding Bandarban as a promotional strategy for CHT.
Equitable Tourism
Offering diversified tourism products and services that have been identified, prioritized, and implemented at various nodes of tourism value chains such as transportation, food, handloom and handicrafts, and services.

Transportation: Linking destinations and products

A single support boat has multiple functions that can generate value transporting tourists or produce. However, it is also important to have a boat management committee that can ensure the maintenance of the boat as well as schedule its daily work routes for optimal efficiency. HIMALICA ensures the transportation value chain process in its entirety.

Seen in the picture is the Honorable Secretary, MoCHTA enjoying the boat ride to Rizuk Waterfall.

Food: Promoting local organic products and ingredients

This young coffee entrepreneur has developed his skills through exposure visits and trainings leading to establishment of a successful coffee nursery with 40,000 saplings. HIMALICA supports entrepreneurs who are can capitalize on growing demands for this crop.

Different varieties of traditional jhum rice and other produce. These crops are key ingredients for popular tourist dishes, such as sticky rice rolled with coconut.

Handloom and Handicraft: Supporting Yarn Banks initiated by HIMALICA

Local artisans weave high-value products popular with tourists, such as bed sheets, scarfs, shawls, blankets, cushions, and bags. This particular value chain, pictured, is led by women living in Ruma.
Equitable Tourism
Offering diversified tourism products and services that have been identified, prioritized, and implemented at various nodes of tourism value chains such as transportation, food, handloom and handicrafts and service.

Responsible Tourism
Promoting collaborative and responsible tourism development.

Service: Developing different service chain sectors

Information — like signage and maps; basic tourism infrastructure — like juice centres, community toilets, view points and photo frame, add value to tourism service changes and enhance the tourism experience.

Trainings, exposure visits and events (International Mountain Day) like these build capacity of hoteliers, restaurant owners, boat operators, and young entrepreneurs to optimize their growth and tourist experience. HIMALICA supports these trainings and ensures their success by engaging stakeholders all along the value chain.
Promoting Local Cuisines Through Food Festivals

Fact Sheet

Total Area  49,209 sq.km.
Total Households  Ruma – 5,917, 10 Pilot sites - 220
Population  29,038 (Female -13,629, Male – 15,409)
Major Ethnic Group  Highest number of ethnic communities living in Bandarban district
Major Rivers  Sangu river (the only river originating in Bangladesh)
Major Lakes  Raikhiang Lake (highest lake in Bangladesh), Boga Lake (2000 years old, believed to have been the crater of a volcano)
Major livelihoods  Farming, Fishing, Wage Labour, Weaving, Trading, Salaried Jobs, Tourism
Major Agri-produce  Rice, Banana, Pineapple, Cashew Nut, Orange, Coffee, Mango, Cotton
Major Destinations  Ruma area, Boga Lake, Rhizuk Waterfall, Jadipahi Waterfall, Tnapshaitar Waterfall, Mt. Keokradong, Mt. Tazingdong

Pilot Project Sites and Ethnic Composition

<table>
<thead>
<tr>
<th>Para</th>
<th>Administrative Area</th>
<th>Ethnic Majority</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hatimatha Para</td>
<td>Ruma Sadar, Bandarban</td>
<td>MARMA</td>
</tr>
<tr>
<td>Bethel Para</td>
<td>Ruma Sadar, Bandarban</td>
<td>BAWM</td>
</tr>
<tr>
<td>Lairumpi Para</td>
<td>Ruma Sadar, Bandarban</td>
<td>BAWM</td>
</tr>
<tr>
<td>Rijhuk Para</td>
<td>Ruma Sadar, Bandarban</td>
<td>BAWM</td>
</tr>
<tr>
<td>Mun Lai Para</td>
<td>Ruma Sadar, Bandarban</td>
<td>BAWM</td>
</tr>
<tr>
<td>Shewratan Para</td>
<td>Ruma Sadar, Bandarban</td>
<td>MARMA</td>
</tr>
<tr>
<td>Prangh Fu Mukh Para</td>
<td>Ruma Sadar, Bandarban</td>
<td>BAWM</td>
</tr>
<tr>
<td>Komlabazar Para</td>
<td>Ruma Sadar, Bandarban</td>
<td>BAWM</td>
</tr>
<tr>
<td>Boga Lake Para</td>
<td>Ruma Sadar, Bandarban</td>
<td>BAWM</td>
</tr>
<tr>
<td>Mongh Thui Ching Para</td>
<td>Ruma Sadar, Bandarban</td>
<td>BAWM</td>
</tr>
</tbody>
</table>

Note: Other 5 ethnic communities – Chakma, Chak, Khiang, Tripura and Mrong also inhabit in these paras

For further information contact

Anu K. Lama  anu.lama@icimod.org
Dhrupad Choudhury  dhrupad.choudhury@icimod.org
Surendra R. Joshi  surendra.joshi@icimod.org
www.icimod.org/himalica

Photos: Anu K Lama, Kabir Uddin, Mya Mya Nue

ICIMOD gratefully acknowledges the support of its core donors: the Governments of Afghanistan, Australia, Austria, Bangladesh, Bhutan, China, India, Myanmar, Nepal, Norway, Pakistan, Switzerland, and the United Kingdom.

© ICIMOD 2016
International Centre for Integrated Mountain Development
GPO Box 3226, Kathmandu, Nepal
Tel +977-1-5003222  Email info@icimod.org  Web www.icimod.org
Prepared by ICIMOD Publications Unit, November 2016