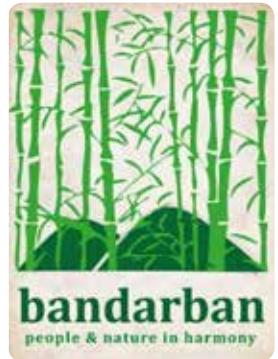


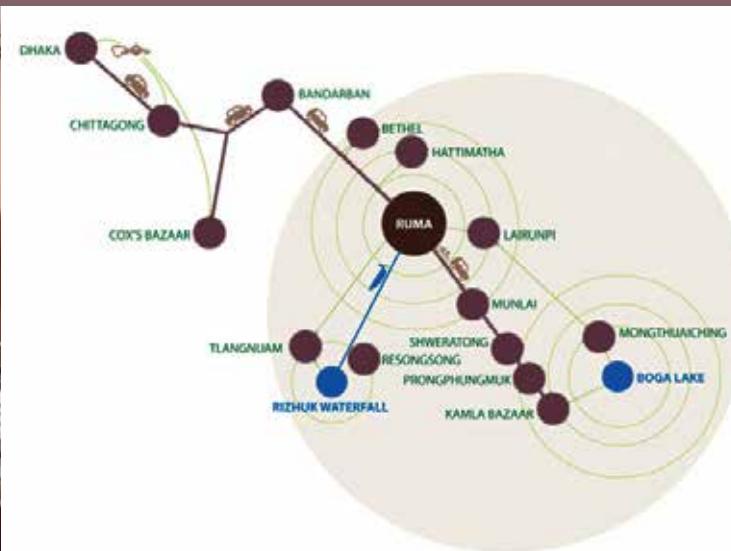
# Promoting Inclusive, Equitable, and Responsible Tourism

## HIMALICA Pilots in the Chittagong Hill Tracts



### Inclusive Tourism

Promoting new destinations and the diverse cultures



Promoting new and diverse tourism destination and activities, implemented through multi-stakeholders collaborations and active involvement of diverse ethnic groups

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

### 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.

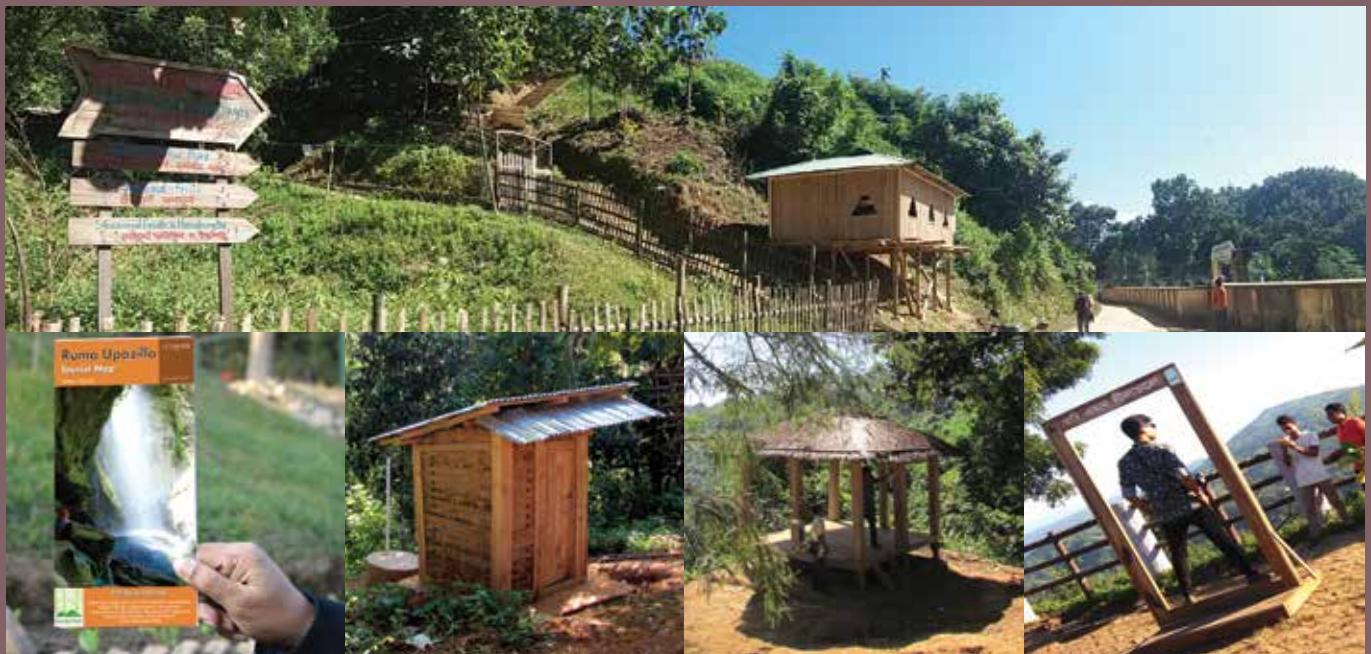
### Handloom and Handicraft: Supporting Yarn Banks initiated by HIMALICA



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.

nodes of tourism value chains such as transportation, food, handloom and handicrafts and service.

### 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.

## Responsible Tourism

Promoting collaborative and responsible tourism development.



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 – 15,469)
Major Ethnic Group	Highest number of ethnic communities living in Bandarban district
Major Rivers	Sangu river (the only river originating in Bangladesh)
Major Lakes	Raihing 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, Jadiphai Waterfall, Trapshaitar Waterfall, Mt. Keokradong, Mt. Tazingdong
Total tourists	8,000 – 10,000 per year
Peak tourist seasons	October – March
Length of stay	2–3 nights (80%), 1 night (10%)

## Pilot Project Sites and Ethnic Composition

Para	Administrative Area	Ethnic Majority
Hatimatha Para	Ruma Sadar, Bandarban	MARMA
Bethel Para	Ruma Sadar, Bandarban	BAWM
Lairumpi Para	Ruma Sadar, Bandarban	BAWM
Rijhuk Para	Ruma Sadar, Bandarban	BAWM & MARMA
Mun Lai Para	Ruma Sadar, Bandarban	BAWM
Shewraton Para	Ruma Sadar, Bandarban	MARMA
Prongh Fu Mukh Para	Ruma Sadar, Bandarban	KHUMI
Komlabazar Para	Ruma Sadar, Bandarban	MARMA, BAWM
Boga lake Para	Ruma Sadar, Bandarban	BAWM
Mongh Thui Ching Para	Ruma Sadar, Bandarban	MARMA

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



**ICIMOD**



## For further information contact

Anu K. Lama  
Dhrupad Choudhury  
Surendra R. Joshi

anu.lama@icimod.org  
dhrupad.choudhury@icimod.org  
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, 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