

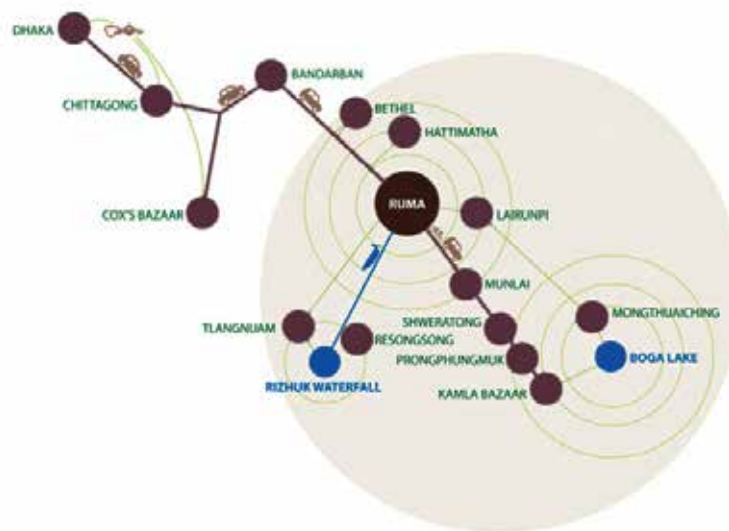
Promoting Inclusive, Equitable, and Responsible Tourism

HIMALICA Pilots in the Chittangong 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.

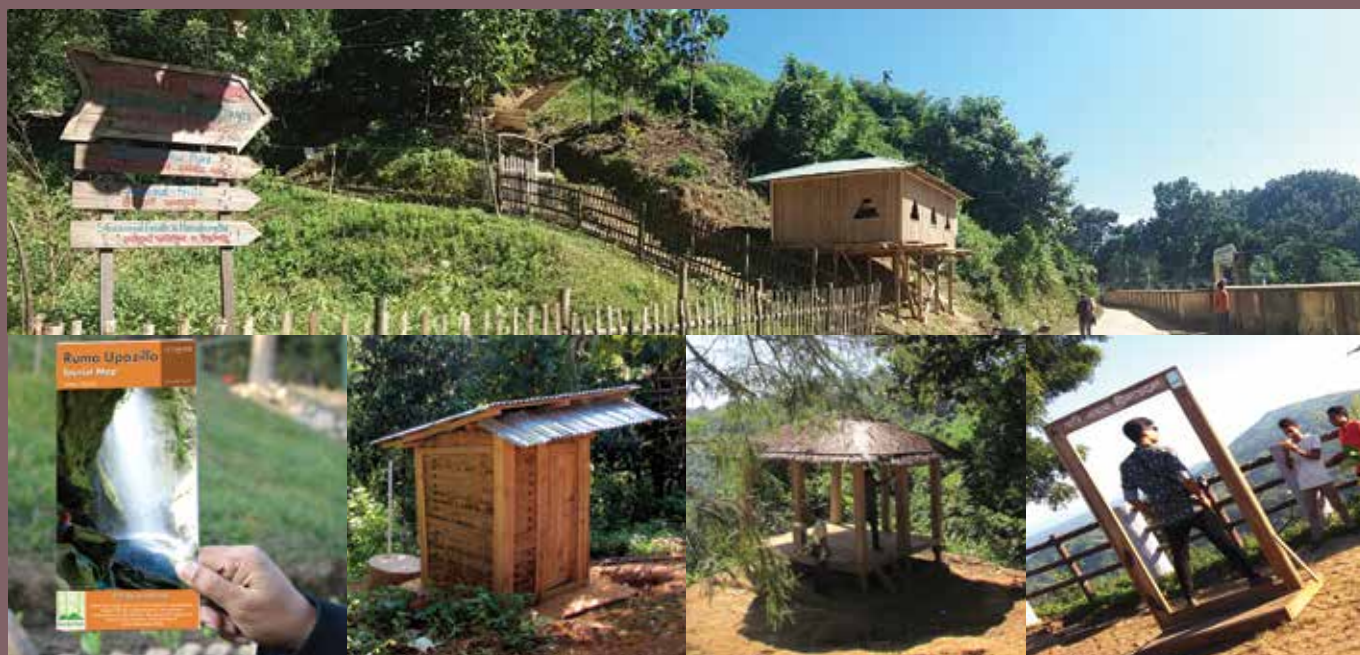
Handloom and Handicraft: Supporting Yarn Banks initiated by HIMALICA



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 Bandarbhan district |
| Major Rivers | Sangu river (the only river originating in Bangladesh) |
| Major Lakes | Raikhing 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, Jadiphoi Waterfall, Tnapshaitar 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, Bandarbhan | MARMA |
| Bethel Para | Ruma Sadar, Bandarbhan | BAWM |
| Lairumpi Para | Ruma Sadar, Bandarbhan | BAWM |
| Rijhuk Para | Ruma Sadar, Bandarbhan | BAWM & MARMA |
| Mun Lai Para | Ruma Sadar, Bandarbhan | BAWM |
| Shewraton Para | Ruma Sadar, Bandarbhan | MARMA |
| Prongh Fu Mukh Para | Ruma Sadar, Bandarbhan | KHUMI |
| Komlabazar Para | Ruma Sadar, Bandarbhan | MARMA, BAWM |
| Boga lake Para | Ruma Sadar, Bandarbhan | BAWM |
| Mongh Thui Ching Para | Ruma Sadar, Bandarbhan | MARMA |

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



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

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