

Draft Plan:

COMMUNITY BASED TOURISM DEVELOPMENT IN BANGLADESH

CBT Initiatives for -

- Poverty Reduction
- Job Creation
- Entrepreneurship development
- Conservation of Natural Resources, Forest & Wildlife
- Conservation of Heritage (Tangible & Intangible)
- Supporting Minority groups.

Name of Project:

Community Based Tourism Development

Responsible Organization:

CBT Bangladesh

Project Goals and Objectives:

The general goals of the project are as follows:

- To develop Community Based Tourism Destination.
- To generate tourism benefits and income to reduce poverty in local community
- To create tourism awareness for conservation of natural environment and cultural heritage.
- To create more job opportunities and entrepreneurship in local community.
- Good governance, Social equity and Gender equity.

Specifically, the project aims to:

- Increase the level of local income generated from tourism activities, product development (Crafts, Souvenir, eco & agro products) and businesses at community level.
- Provide training and education for local people in order to give them the skills for creating more jobs to provide tourism related services such as (Tour guiding, Mannerism, Tourist Behavior, Fare Trade Tourism, Art & Craft making, Hygiene, Safety, Food production & Services, House keeping, Photography etc.)
- Raise awareness of both eco-tourism, sustainable and responsible tourism in community level
- Enhance community empowerment through the participation of local people in the planning process, development and management as well as monitoring.
- Inspire to develop local entrepreneurship (Souvenir shop, Juice Shop, Agro shop etc.)
- Increase the level of the health of the local community through the development of a sanitation awareness.
- Increase the quality of the physical environment through the development of tourist facilities and infrastructure such as accommodation (Home stay facilities, Eco lodge, Eco resort), Eco trail, Village walk Trail, Cultural & Information Center, folk art- culture museum, Folk Emporium, Emergency network and telecommunications etc.

Key Project Activities:

- Survey on Community Resource Inventory
- An assessment of the scope of the opportunity for the development of community based tourism
- Identify the beneficiary groups as per different cluster of the community
- A sustainable community needs analysis at the local community level

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- Prepare need based soft training modules for the local community
- Specific guidelines and standards to guide the local community in the development of sustainable community based tourism entrepreneurship.
- Support and monitor to develop and run the local enterprises with partnership for sustainability.
- Support to build industry linkage through promotions and participation in different events.
- Recommendations for support structure to assist the governments and local communities to enhance their capability and infrastructure to develop sustainable and responsible community based tourism.
- An overall national policy framework including objectives and strategies for sustainable community based tourism development

Awareness:

- Awareness raising through community-level seminars, workshop, group discussion and study tours/exchange visits to other communities involved in tourism.
- Community cleaning & beautification awareness for leaving better environment.

Training :

- Training on community based Tour Guiding & Language Skills
- Training on Mannerism and Tourist Behavior for rickshaw puller, drivers and salesman.
- Training on community based Product Development (art , crafts, agro products, ceo products etc)
- Training for House Keeping & Sanitation
- Training on Hygiene , Food Preparation & Food services especially for Street food vendors, employees of eco lodge, Local Hotels, Restaurant, Fast food shop etc.
- Training on basic Business Management, Accounting & Fare trends Tourism for SME's on community level.
- Training to young group for need based tourist services in the community level.

Cultural Revival:

- Entry Point Activities to focus community involvement. They included supporting the cultural performance team with traditional costumes and musical instruments, and organizing the construction of a traditional community house/ community cultural center (C3).
- Training for community-level planning, traditional dance performance.

Infrastructure Development

- Supporting for setting up information & community cultural centre (C3)/ Community House.
- Supporting to established SME , (Juice shop, Agro Shop, Crafts Shop, Souvenir, Photo Booth,..)
- Supporting for building some necessary infrastructure at CBT Destination, for example: Toilet, Rest house etc.
- Providing some common necessary logistics for kitchen, toilet, for developing Home stay in selected homes,

Promotional Materials development:

- Developing promotional materials including brochures, local map and advertise internal and external media such as magazine, newspaper, and internet.
- Development of promotional gift items for tourist for example: Tourist bag, T-shirt, Cap, Key ring etc.

Entrepreneurship (SME's) & Business Management:

- Providing necessary support (financial & skill) to set up or upgrade community based tourism business.
- Developing tourism based new products or services and business plan for SME's in community level.

Suggested Indicators:

Planning

- Linking with existing different development initiatives & activities befitting manner.
- Development of partnership for sheering resources and logistics to achieve common goal.
- Level of participation in tourism decision-making.
- Level of participation from the community.

Training and Education (Guiding, Art & craft, Weaving, SME, Music & Folk Culture)

- Number of local residents who have attended tourism awareness workshops
- Number of local residents who have been trained in the provision of tourism goods and services
- Number of SME and Sales man who have been trained in the fair trade business & tourism.
- Number of local residents who have trained for tour guiding & language
- Number of local rickshaw puller & drivers who have attended tourism awareness workshop.
- Number of local residents who have been trained in art & crafts productions.
- Number of local residents who have been trained in food productions

Health and Sanitation

- Change in percentage of households with access to clean running water
- Change in percentage of households connected to local sewage treatment system
- Numbers of tourists and local residents reporting incidents of food poisoning and water borne illnesses

Income Generation

- Change in number of people employed in tourism activities & business
- Percentage of local income generation from tourism businesses
- Number of new tourism businesses established annually in areas such as home-stays, local transportation, souvenirs, restaurant and local food production and distribution.
- Number of Tourist increase annually
- The average length of stay of tourist increase
- Change in ration of man and women employed in business.

Expected Project Outcomes:

- The number of tourists and their average length of stay will be increased.
- The number of accommodation (eco lodge / hotel / resort / home-stays), Restaurant, Souvenir shop, Agro Shop, Juice Shop, etc. will be increased.
- Craftsmanship will be inspired to increase level of community income.
- Minimizing the community dependency on natural resources especially on forest.
- Development of craftsmanship trail for tourist for conservation of Heritage and local Culture.
- Business opportunities and employment for local people will be increased in areas such as tour guiding, home-stays, local transportation, souvenirs, restaurant , Juice shop, Crafts & Tea shop, Photo Booth, and local food production and distribution. And it will be resulted in significant improvement of the local community level of income.
- The community infrastructure e.g. public roads, community center, lighting, telecommunication, sewage and drainage system and other public facilities will be improved.
- Awareness will be created for conservation of natural and cultural heritages among the local community.
- Awareness will be created for hygiene, Sanitation, Safety etc among the local community.

Project Site: (Proposed Destinations)

Division	District	Thana	Village	Remarks
Dhaka	Gazipur		Bhabanipur, Modhupur,	
	Comilla		Moinamoti	
	Naragonj		Sonargaon, Ruposhi village	
	Mymensingh		Birishiri , Louchapra , Gogni	
	Tangail		Dhanbaari, (weaving village)	
	Manikgong		Dhamrai,	
	Dhaka		Mirpur Jamdan Weaving village	
Sylhet	Moulvibazar		Srimongal	Pilot Project Area
	Sylhet		Khadimnagor	
			Hail Haor, Tangur, Rama Kalenga	
	Madhubkundo		Madhubkundo	
Chittagong	Cox's Bazaar		Ramu, Himchori, Innani, Taknaf, St.Mrt.	
	Rangamati		Rangamati	
			Kaptai	
	Shitakundo		Shitakundo	
	Bandarbans		Alikodom	
	Khagrachori			
Borisal		Potuakhali	Kuakata	
		Chakher		
		Norail	Narail	
Khulna		Satkhira	Village Around Sundarbans	
		Mongla	Port city	
		Bagerhat	Sixty domed mosque area	
Rajshahi	Paharpur		Paharpur	
		Bogra	Mohastangorh	
		Putia	Raj Bari	
		Dinajpur	Kantajir Temple	
		Kustia	Kuthi Bari,	

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