

A Guideline for Elephant Ride Enterprise at Lawachara National Park



Task no.:
USAID Contract no.: 388-C-00-03-00050-00



A Guideline for Elephant Ride Enterprise at Lawachara National Park

Prepared by:
Md. Tarek Murshed
Community based Eco-tourism Specialist

January, 2008



Implemented by IRG
With partners: CODEC, NACOM & RDRS



A Guideline for Elephant Ride Enterprise at Lawachara National Park

Table of Contents

1. Introduction.....	1
2. Source of Elephant	1
3. Elephant Trail and Duration of Ride	2
4. Fees	3
5. Revenue Collection and Distribution	3
6. Market Potential	4
7. Employment Potential	4
8. Conclusion	4
Annexure – 1: Revenue Forecast	I
Annexure – 2: Sample MoU Between CMC and Owner.....	II
Annexure – 3: Sample of Ticket	V
Annexure – 4: Photographs.....	VII

A Guideline for Elephant Ride Enterprise at Lawachara National Park

1. Introduction

Nishorgo Program, an initiative of the Forest Department, is striving to maintain the bio-diversity of the PA by reducing stakeholder's dependency on the forests itself. In its endeavor to ensure sustainable conservation of the PAs, Nishorgo is seeking scope for eco-tourism development in the PAs.

Eco-tourism focuses on local cultures, wilderness adventures, volunteering, personal growth and learning new ways to live on our vulnerable planet. It is typically defined as travel to destinations where the flora, fauna, and cultural heritage are the primary attractions.

The goal of the ecotourism is to enable people to enjoy and learn about the natural, historical and cultural characteristics of unique environments while preserving the integrity of those sites and stimulating the economic development opportunities in local communities.

This paper looks into the possibilities of introducing Elephant Ride as a conservation enterprise at Lawachara National Park in order to enhance tourist experience during their trip to these PA and also to increase awareness about their protection.

2. Source of Elephant

A few numbers of private owner's domestic elephant is available in the surrounding areas of Lawachara National Park. Nishorgo concept is to develop some local entrepreneurs to establish tourism base enterprise in an around the PA's. Project people will find out the entrepreneurs and motivate to establish the desired business.

3. Elephant Trail and Duration of Ride

A specific elephant trail has already been developed by NSP in association with Forest Department inside the Lawachara National Park. Initially, there are two duration of elephant rides are offered.

- a. 15 Minutes Long Trail and
- b. 40 Minutes Long Trail.

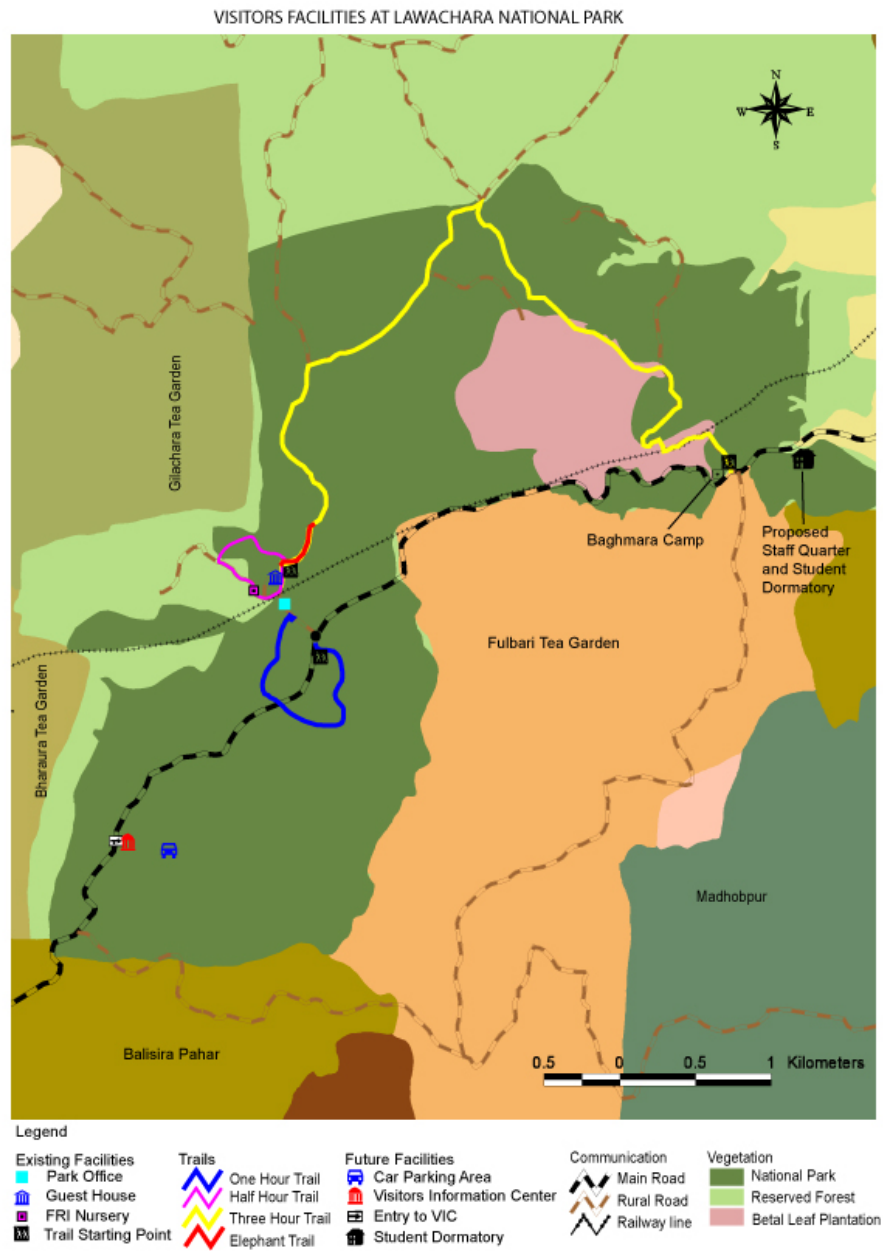


Figure 1: Elephant Trail

4. Fees

The elephant ride is considered to add immense value to the experience of a tourist in these PA. As such, the price structure is to be set at a higher level. A two-tier price structure is suggested considering the nationality of the tourists. A suggested price guideline is given below:

Trail	Nationality	Rate
[i] 15 Minutes	Bangladeshi	TK 50.00 Per Person
[ii] 40 Minutes	Bangladeshi	TK 150.00 Per Person
[i] 15 Minutes	Foreigner	TK 100.00 Per Person
[ii] 40 Minutes	Foreigner	TK 250.00 Per Person

5. Revenue Collection and Distribution

Tourist will have to collect Tickets from information center of Lawachara National Park

One ticket will divided by three part three color, First part for tourist, Second part for Mahout & the remaining for office use.

Ticket will be given by Accounts cum Admin Assistant on payment of desired tour.

Accounts cum Admin Assistant will give First & Second part of ticket at a time to the tourist. When tourists start his riding he/she will submit second part of ticket to the Mahout.

End of the day Mahout will submit all tickets [Mahout Part] to the Accounts cum Admin Assistant. Mahout will not allow any ride without ticket.

Accounts cum Admin Assistant will maintain a register for record keeping. End of the day 70% of income will be given to elephant owner or his representative by signing acknowledgement. 30% of total income from elephant riding will be deposited to Co-Management Committee account as per CMC policy.

Detail revenue forecast is attached as annexure.

6. Market Potential

Elephant rides are available in the country in most of the zoos that home one. However, they do not offer a ride in its natural habitat. Also, tourists that visit the PAs show interest to get an opportunity to ride an elephant in natural forest land and enjoy the surrounding natural beauty. Considering this prospect, the market potential is vast. It also justifies the high price of the ride. Initial discussion shows that the price should be acceptable given the interest to be created among the tourist to enjoy the ride in natural habitat setting unique to this offering.

7. Employment Potential

The program may generate a limited employment potential around the area. There might be a few people getting involved in collecting/producing elephant fodder. A few others may get involved in related services like photography or elephant maintenance.

8. Conclusion

Introducing elephant-ride can add a new dimension to nature-tourism in the Lawachara National Park. This has good potentiality to increase tourists' experience and can play a role in making their choice about visiting these sites. In the conservation sense, it will increase awareness about endangered elephant habitat in those areas and the importance of safeguarding it for our future generation.

Annexure – 1: Revenue Forecast

Revenue Forecast for Elephant Ride	
Fee for 40 Mins Ride	300
Fee for 15 Mins Ride	100
CMC Commission	30%
Working Days per Month	12
# of 40 Mins Ride per Day	4
# of 15 Mins Ride per Day	20
Revenue of the Owner	26880
Revenue of the CMC	11520

Annexure – 2: Sample MoU Between CMC and Owner

Memorandum of Understanding

This Memorandum of Understanding is being signed on this day, the _____ 2008 on elephant ride for tourists at Lawachara National Park between **Co-Management Committee (CMC)** (hereafter stated as 1st Party), represented by Professor Md. Rafiqur Rahman

And

Mr. _____ (hereinafter stated as 2nd Party)

Whereas, the 1st Party has undertaken different alternative income generation activities to support conservation and management of protected Areas of Bangladesh.

And, whereas, this MOU aims at achieving the targeted objectives planned within the framework of the projects objectives,

And, whereas the 2nd Party wants to set up an Elephant-riding facilities in the vicinity of _____ to augment the tourist experience.

It is therefore agreed that the 1st Party will:

1. provide 2nd party the infrastructure facilities to continue the business of elephant riding.
2. identify the at least two trails for elephant ride; one for 40 minutes ride and one for 15 minutes ride.
3. provide initial training on managing the business with technical support.
4. provide resting facilities for the 2nd party and the elephants in a suitable place within close proximity of the boarding area.
5. ensure that the information of the elephant ride is available at the website of Nishorgo to promote the business to potential client group

And that the 2nd Party will:

5. provide required elephants for the enterprise
6. only follow the identified elephant trail(s) in the forest area and will not divert from the track unless there is extreme exigency.
7. charge Tk. 300 per person for 45 minutes ride and Tk. 50 per person for 15 minutes ride.
8. ensure the presence of the elephant from 9 am till 5 pm everyday for visiting tourists round the year.
9. contribute 30% of the ride fee to the fund of Co- Management council.
10. be responsible for paying any taxes or charges arising from establishing the business

Expiry consideration:

11. The MOU will be deemed terminated in case of
 - a. Any one of the party can not comply with the mentioned terms.
 - b. Termination of CMC by the Government of Bangladesh
 - c. For any act of God, natural calamities, or situations beyond the control of both the parties for which the project ceases to operate.

Both 1st Party and 2nd Party agree to abide the above-mentioned points and sign this MOU.

For 1st Party

For 2nd Party



Professor Md. Rafiqur Rahman
President
Lawachara Co-Management Committee
Lawachara National Park
Kamalganj, Mounvibazar

Mr.
S/o:
Village:
PO:
UP:
Dist:

Annexure – 3: Sample of Ticket



Աճմ ԿԱՐ	ԲՄ՝ ՄԱՅ ԻՆԿ՝
ՖՂԳՅ ԲՏ:	
ԶԽԻ Լ:	

- ԵՅՅ Վ՛՛ ԻՆԿ/10 ՆԳՆԲԱ/\$ 50.00
- ԵՅՅ Վ՛՛ ԻՆԿ/40 ՆԳՆԲԱ/\$ 150.00
- ՎԵՖ՛՛ ԻՆԿ/10 ՆԳՆԲԱ/\$ 80.00
- ՎԵՖ՛՛ ԻՆԿ/ 40 ՆԳՆԲԱ/\$ 240.00

	Ե՛Ե՛ ԻՆԿԻՅ՛: յ ՎԳՂՂՂՂ ՐՅԶԻՂ Ը՛՛ ՆԲ ՄՆ-Ե՛Ե՛ ԻՆԿՅ՛ ԿԳՂՂ	
---	---	---

ԳՎՅԶ ԿԱՐ	ԲՄ՝ ՄԱՅ ԻՆԿ՝
ՖՂԳՅ ԲՏ:	
ԶԽԻ Լ:	



- ԵՅՅ Վ՛՛ ԻՆԿ/10 ՆԳՆԲԱ/\$ 50.00
- ԵՅՅ Վ՛՛ ԻՆԿ/40 ՆԳՆԲԱ/\$ 150.00
- ՎԵՖ՛՛ ԻՆԿ/10 ՆԳՆԲԱ/\$ 80.00
- ՎԵՖ՛՛ ԻՆԿ/ 40 ՆԳՆԲԱ/\$ 240.00

	Ե՛Ե՛ ԻՆԿԻՅ՛: յ ՎԳՂՂՂՂ ՐՅԶԻՂ Ը՛՛ ՆԲ ՄՆ-Ե՛Ե՛ ԻՆԿՅ՛ ԿԳՂՂ	
---	---	---

ՄԱՆԿ ԿԱՐ	ԲՄ՝ ՄԱՅ ԻՆԿ՝	
ՖՂԳՅ ԲՏ:		ԶԽԻ Լ:



յ ՎԳՂՂՂՂ ՐՅԶԻՂ Ը՛՛ ՆԲ ՆՅԶԻ ԻՆԿՅ՛ ԵԲ ԱԳՅ ԻՃ

- ԲԲԿՅԶ (ԵՅՅ Վ՛՛ ԻՆԿ) 10 ՆԳՆԲԱ Ե՛ՎԿՅ՛ ԱԳՅ ԻՃ : \$ 50.00
- ԲԲԿՅԶ (ԵՅՅ Վ՛՛ ԻՆԿ) 40 ՆԳՆԲԱ Ե՛ՎԿՅ՛ ԱԳՅ ԻՃ : \$ 150.00
- ԲԲԿՅԶ (ՎԵՖ՛՛ ԻՆԿ) 10 ՆԳՆԲԱ Ե՛ՎԿՅ՛ ԱԳՅ ԻՃ : \$ 80.00
- ԲԲԿՅԶ (ՎԵՖ՛՛ ԻՆԿ) 40 ՆԳՆԲԱ Ե՛ՎԿՅ՛ ԱԳՅ ԻՃ : \$ 240.00

	ՇՆԲ ԱՖ_Ք 10% ՎԲՅՂ ԲԲՄՖՅԻ ԱՎ_ՖՆԳՎՐԿ ԿՂ ՎՅԲ Ե՛Ե՛Յ ՆՖԵ Ե՛Ե՛ ԻՆԿԻՅ՛: յ ՎԳՂՂՂՂ ՐՅԶԻՂ Ը՛՛ ՆԲ ՄՆ-Ե՛Ե՛ ԻՆԿՅ՛ ԿԳՂՂ	
---	--	---



Աճմ ԿԱՐ	ԲՄ՝ ՄԱՅ ԻՆԿ՝
ՖՂԳՅ ԲՏ:	
ԶԽԻ Լ:	

- ԵՅՅ Վ՛՛ ԻՆԿ/10 ՆԳՆԲԱ/\$ 50.00
- ԵՅՅ Վ՛՛ ԻՆԿ/40 ՆԳՆԲԱ/\$ 150.00
- ՎԵՖ՛՛ ԻՆԿ/10 ՆԳՆԲԱ/\$ 80.00
- ՎԵՖ՛՛ ԻՆԿ/ 40 ՆԳՆԲԱ/\$ 240.00

	Ե՛Ե՛ ԻՆԿԻՅ՛: յ ՎԳՂՂՂՂ ՐՅԶԻՂ Ը՛՛ ՆԲ ՄՆ-Ե՛Ե՛ ԻՆԿՅ՛ ԿԳՂՂ	
---	---	---

ԳՎՅԶ ԿԱՐ	ԲՄ՝ ՄԱՅ ԻՆԿ՝
ՖՂԳՅ ԲՏ:	
ԶԽԻ Լ:	



- ԵՅՅ Վ՛՛ ԻՆԿ/10 ՆԳՆԲԱ/\$ 50.00
- ԵՅՅ Վ՛՛ ԻՆԿ/40 ՆԳՆԲԱ/\$ 150.00
- ՎԵՖ՛՛ ԻՆԿ/10 ՆԳՆԲԱ/\$ 80.00
- ՎԵՖ՛՛ ԻՆԿ/ 40 ՆԳՆԲԱ/\$ 240.00

	Ե՛Ե՛ ԻՆԿԻՅ՛: յ ՎԳՂՂՂՂ ՐՅԶԻՂ Ը՛՛ ՆԲ ՄՆ-Ե՛Ե՛ ԻՆԿՅ՛ ԿԳՂՂ	
---	---	---

ՄԱՆԿ ԿԱՐ	ԲՄ՝ ՄԱՅ ԻՆԿ՝	
ՖՂԳՅ ԲՏ:		ԶԽԻ Լ:

յ ՎԳՂՂՂՂ ՐՅԶԻՂ Ը՛՛ ՆԲ ՆՅԶԻ ԻՆԿՅ՛ ԵԲ ԱԳՅ ԻՃ

- ԲԲԿՅԶ (ԵՅՅ Վ՛՛ ԻՆԿ) 10 ՆԳՆԲԱ Ե՛ՎԿՅ՛ ԱԳՅ ԻՃ : \$ 50.00
- ԲԲԿՅԶ (ԵՅՅ Վ՛՛ ԻՆԿ) 40 ՆԳՆԲԱ Ե՛ՎԿՅ՛ ԱԳՅ ԻՃ : \$ 150.00
- ԲԲԿՅԶ (ՎԵՖ՛՛ ԻՆԿ) 10 ՆԳՆԲԱ Ե՛ՎԿՅ՛ ԱԳՅ ԻՃ : \$ 80.00
- ԲԲԿՅԶ (ՎԵՖ՛՛ ԻՆԿ) 40 ՆԳՆԲԱ Ե՛ՎԿՅ՛ ԱԳՅ ԻՃ : \$ 240.00

	ՇՆԲ ԱՖ_Ք 10% ՎԲՅՂ ԲԲՄՖՅԻ ԱՎ_ՖՆԳՎՐԿ ԿՂ ՎՅԲ Ե՛Ե՛Յ ՆՖԵ Ե՛Ե՛ ԻՆԿԻՅ՛: յ ՎԳՂՂՂՂ ՐՅԶԻՂ Ը՛՛ ՆԲ ՄՆ-Ե՛Ե՛ ԻՆԿՅ՛ ԿԳՂՂ	
---	--	---

Annexure – 4: Photographs



Figure 2: Elephant with Mahut



Figure 3: Platform



Figure 4: Tourist Riding Elephant