

Resource Efficiency, Safeguarding Natural and Cultural Heritage for Sustainable Tourism Development

Country Presentation : Bangladesh

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Key Sustainable Tourism Development in Bangladesh: SWOT Analysis

Strengths

- Comprehensive national policy
- Law to protect tourism areas
- Moderate tropical weather
- Capital city locates at the center
- Availability of manpower
- Rich nature and heritage

Opportunities

- A long (580km) coastline
- Moving towards PPP model
- Establishing new destinations
- Rapid national economic growth
- Awareness to environment issues

Weaknesses

- Conservative society
- Weak infrastructure
- Inadequate investment
- Bad weather
- Lack of adequate information
- Lack of “off season” alternatives

Threats

- Security for foreign tourist
- Reducing nature resources
- Rising of sea level
- Barrier to shift commerce based tourism

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Roles and Responsibilities of Stakeholders

Stakeholders	Roles
Government	<ul style="list-style-type: none">▪ Policy actions and strategies▪ Create environment for private sector
Private sector	<ul style="list-style-type: none">▪ Look into interest of the tourists▪ Follow necessary compliance
Industry Associations	<ul style="list-style-type: none">▪ Do business, protect tourism
Civil society	<ul style="list-style-type: none">▪ Advocacy for increasing tourism value▪ Feed back for improvement
Development partners	<ul style="list-style-type: none">▪ Provide support to future actions
International Organizations	<ul style="list-style-type: none">▪ Funding and capacity development▪ Joint actions where necessary

Key Regulatory and Policy Initiatives, Strategies, Programs and Success Stories

- Implementing National Tourism Policy 2010
- Declared places as tourism protected areas
- Visitors' control to ECA
- Priority to PPP to develop infrastructures
- Emphasized marine and beach tourism
- Job creates to remote areas through tourism activities
- Revitalizing intangible cultural heritages
- Promoting private sector tourism entrepreneurship



Benefits, Lesson Learned and Recommendations

- Tourism should consider as a priority sector for job creating and earning
- Need private sector's major roles
- Need strong monitoring to protect and preserve sites
- More information and facilities for tourists
- Minimize site pressure by establishing new sites

