

# MIKE SHARROCKS CONSULTANCY

Tourism Feasibility • Development Planning • Urban Design • Urban Regeneration • Environmental Appraisal

## Bangladesh

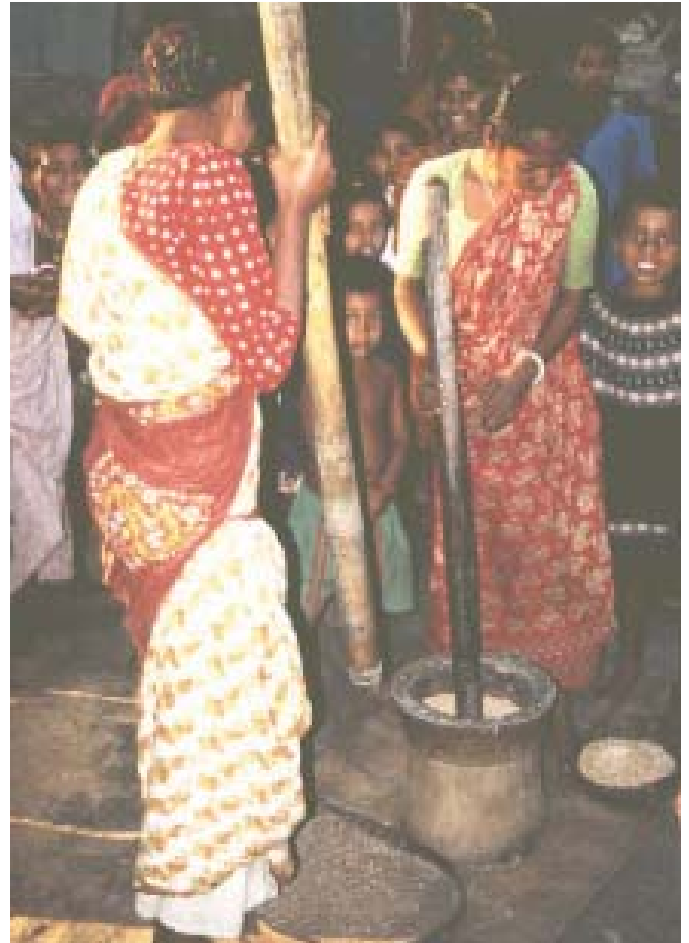
### VILLAGE TOURISM STRATEGY

#### For the World Tourism Organization, 1995

Mike Sharrocks was commissioned by the World Tourism Organization to carry out a UNDP/WTO Sectoral Support Mission to assess the potential for village tourism close to the capital, Dhaka. A UNDP project document was prepared as a basis for funding assistance for a detailed feasibility study.

The concept of village tourism was initially identified in the 1990 National Tourism Master Plan. Bangladesh Parjatan (Tourism) Corporation saw the need for a tourism product which would promote the country's traditional and cultural heritage and that would complement other national attractions.

The area of search for the tourist villages was to be within a day-trip distance of Dhaka. They would need to be distinctive in cultural, religious, and lifestyle terms and also had to be able to physically accommodate day-trip tourists. It was also important that the local population could derive economic benefits from this project.



A number of villages were assessed according to certain criteria and preferred settlements were recommended for more detailed appraisal. Certain key cultural, handicraft, and religious features were identified which could contribute towards a village tourism product.

In addition, existing facilities, visitor attractions, and the potential for improvements to infrastructure and accessibility were outlined which could form part of the overall tourism packages.

A strategy for village tourism had to ensure that proposals were both culturally and environmentally sensitive. A village tourism plan was set out incorporating technology transfer and training. The study team requirements were also detailed together with an outline marketing and promotional campaign.

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