

## Pro-poor Tourism

By Ehsan Shamim, ndc

THE government of Japan and the World Tourism Organisation jointly organised a seminar on 'Tourism Development for the Future' recently in Shira-hama, Wakayama, Japan. The seminar covered issues like vision of tourism in the 21st century, tourism products that will draw attention of people in future and resolving problems to achieve sustainable development of the tourism sector.

Dr Shosaburo Kimura, Professor Emeritus, University of Tokyo, one of the key-note speakers in the seminar, said people will look for love and symbiosis with people, nature and history from tourism in future. People will travel for revitalisation of the mind. Knowing people through living with them; walk and learn will be key word of the tourism of future.

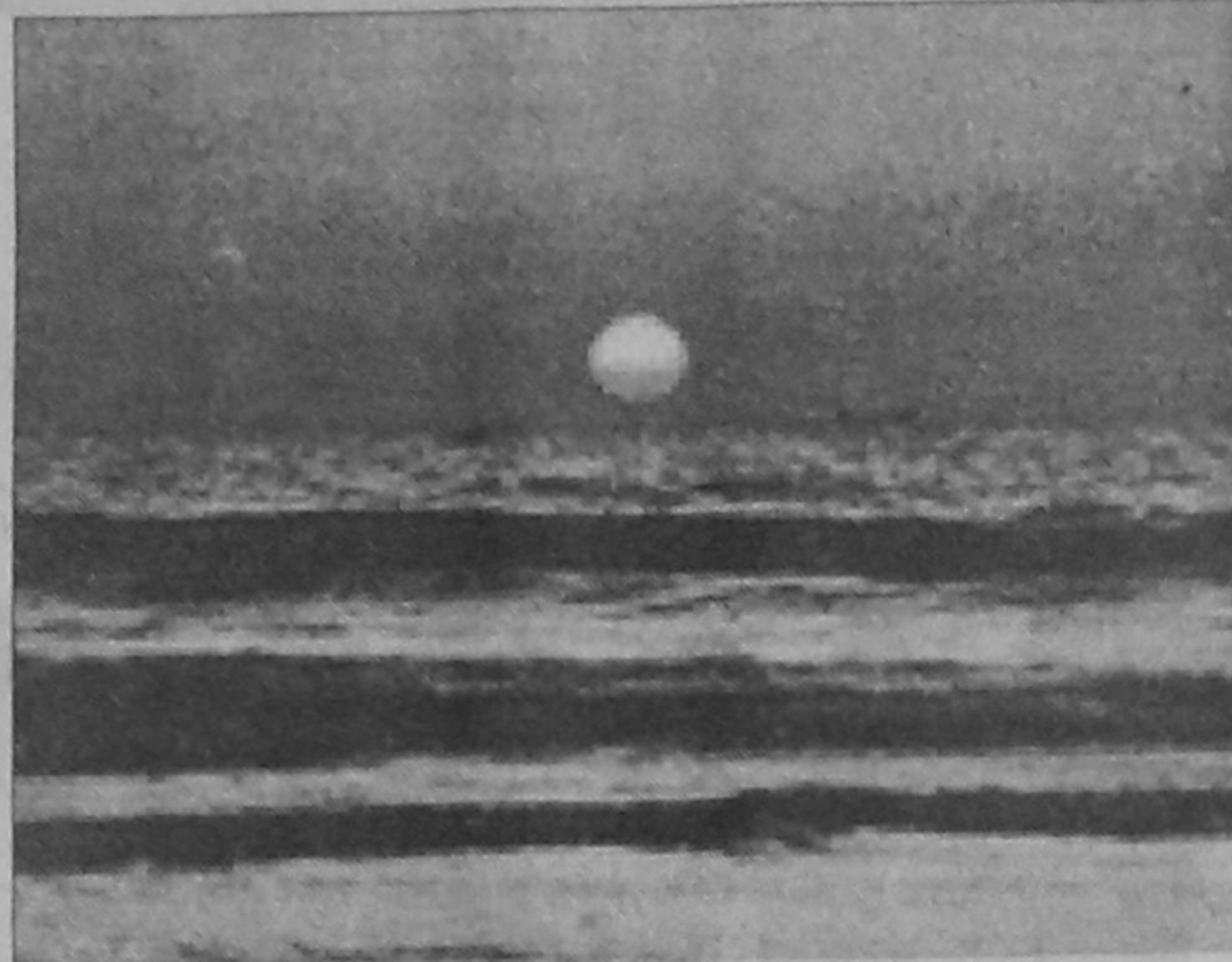
The seminar considered bay area and coast-line, festivals and carnivals, nature in calm and turbulent posture, village life, pilgrimage, pristine life, historical sites etc as tourist attractions of the future.

The issue of sustainability of tourism looked at the problems of damage to nature, culture and environment; satisfaction of visitors; response of the local community and investment in tourism.

The world tourism grew by 3.2 per cent in 1999 half a point faster than in 1998. The international tourist arrivals reached 657 million in 1999 and the earnings from tourism sector was US\$ 455 billion. The WTO forecast in this regard is that the growth rate will rise further and by 2020 the international tourist arrivals will reach 1.6 billion people and earnings will be US\$ 2 trillion a year.

The question of sustainability of the tourism resources has become major concern of the national governments. Because any damages to the tourist resources/products will be irreparable and will be lost forever. One of the main reasons is crowding. It impairs culture, nature, environment, archaeological sites etc everything.

In respect of Bangladesh and other low per capita income developing countries, the situation is reversed. Bangladesh has an average international tourist arrivals of about 150,000 a year. Tourist in this regard means arrival of any foreign national for any purpose in Bangladesh. This



Cox's Bazar: The incomparable longest beach.

figure is low. We do not have to consider management of tourist crowd now. Rather we should look forward to increasing our share of this increased tourist market through sound marketing strategy that takes care of the sustainability of our tourism products.

Tourism is a leisure activity to relieve oneself of the stress of daily life. Therefore image of the country of destination is very important. If a country has a fundamentalist image or is besieged with insurgency and regular disturbances foreigners will be least interested to spend leisure there. Similarly, where hunger, disaster and illiteracy are constant companions people will be disinclined to visit those place also. People desire safety, security, comfort and hospitable locals while selecting a leisure destination.

Bangladesh unfortunately has been plunged into a situation which is not conducive to tourism development. Uncalled for disturbances are our constant companion; insecurity is a great cause of anxiety. In addition to this situation of disquiet we are deeply beset with economic mismanagement and corruption. We are poor. Our law and order situation is unstable and the human rights record not too inspiring. In one word we encounter more bad things than good ones in our day to day life. The foreign assistance we receive from our friendly

development partners is mostly used up in priority sectors like education in health, agriculture, etc. leaving too little for infrastructural or tourism development purposes. However, though years of effort, we have to a great extent improved road accessibility to various parts of the country. This is one good sign for our tourism. Accessibility encourages movement. Now, if we can develop our tourist sites through maintenance of archaeological places, creation of new eco and cultural tourist spots, accommodation facilities and recreational facilities etc then the infrastructural barrier, the most critical of all barriers, will be overcome.

As mentioned earlier, due to resource constraints the government is not in a position to provide desire fund into this sector. Therefore, the participation of the private sector is very important to infuse growth in tourism.

The prevailing state of affairs is that we have insufficient investment in tourism sector from the government as well as the private sector. The total allocation in the current (5th) 5 year plan is only Taka 12 crore. Similarly, we can hardly identify any worthwhile investment from the private sector in tourism. Leave aside national investment up to now, Bangladesh has not received any foreign investment in this sector. The availability of a standard



The Sundarbans: World Heritage site.

accommodation and hygienic food near a tourist site is the basic minimum requirement for development of tourism.

It may be mentioned that according to WTO definition tourist is a visitor who stays at least one night in a rented accommodation. What is the tourist accommodation situation in Bangladesh? It is very disappointing. We have 34 international linked hotels in Dhaka and Chittagong. There hotels' primary objective is to cater to the needs of business people. Besides these, Bangladesh Parjatan Corporation (BPC), the National Tourism Organization, operates some standard hotels which cannot be labelled as 'star hotel' though.

BPC have a training institute which provides training to its officials and outsiders in various hotel disciplines and food production and services. BPC with its long dedicated and zealous service has been continually providing homely accommodation and healthy food to the tourist and has earned their confidence.

BPC hotels are concentrated in a few places. But Bangladesh has tourist resources scattered all around the country. Even, now-a-days, a remote village is considered as a tourist resource. Many people stay in cities for a living. They sometimes would prefer to spend a vacation at their ancestral

travelling or any village. If safe accommodation and food can be arranged for them they will venture out in large numbers.

Bangladesh has to deal with the problem of tourist accommodation. Of the many alternatives to one-time big investment is the concept of pro-poor tourism. This concept has two very important aspects. First, sensitising the tourist about the essence of tourism in contrast to the outward exhibition of comfort and luxury. Secondly, creation of a modest and reasonably comfortable accommodation scheme spatially spread all over the country.

Look at the tourism advertisements. There is an extra emphasis on the comfort of exquisite hotels than the tourist products themselves. The promotion of this type of richness makes tourist extra-sensitive about their accommodation. The motivational approach against such luxury is to promote ideas that modest accommodation with homely and environment friendly atmosphere is close to heart and influence the mind to enjoy the beauty of the tourist product with a sense of belonging. The slogan of developing countries may be 'small sacrifice of your comfort can help development of a country through tourism'.

Implementation of an accommodation plan spatially spread all over the country needs community participation. If the com-

munity desires, the home for the tourist developed at their own homes can be developed all over the country. It can help us to project our country as a prospective tourist destination and reap advantage out of the rapidly growing tourism market of the world.

The plan envisages that the people who possess good houses may let a part of their houses for tourist accommodation. If this idea gets acceptability of the various communities of the country, then community participation in tourism will be secured and tourism will leap frog.

The programme will require legislation to allow people to let their houses out for commercial use. It would also need government incentives like tax exemption, priorities to utility services such as telephone, gas, electricity, water etc. It may be mentioned that many countries like our neighbour India, are promoting community abode with lucrative incentives to cope with the acute shortage of tourist accommodation.

The government may set aside a fund in its development budget to extend small credits to the house owner for creating tourist accommodation in their houses. The banks and NGOs may be involved in the process.

Bangladesh Parjatan Corporation can work as the marketing agent for these community abodes and provide the owners, their eligible family members or paid employees with training to run a decent and hygienic accommodation and food service. The National Hotel and Tourism Training Institute (NHTTI) of BPC can successfully service the training requirement of the programme.

The idea of this pro-poor tourism is floated for consideration of the stake holders in this sector. Discussions may be organized to examine the idea and making the people aware of an alternative approach for developing tourism in a resource constraint developing country like ours. The government may consider putting up a pilot project to evaluate the efficacy of the idea of community abode.

The author is Director (Planning), Bangladesh Parjatan Corporation



Dr. Rubaiul Murshed

All health information to keep you up to date

## Caring for your blood pressure

Blood Pressure is the pressure of one's blood flow. This value is affected by a number of factors, the more important being the condition of your heart and arteries. Arteries that are clogged affect the flow of one's blood circulation and restrict the amount of blood to one's heart, resulting in strokes or heart attacks.

### What is Systolic and Diastolic Blood Pressure?

Blood pressure measurement are often indicated by two values, e.g., BP 140/90 mm of Hg. The higher value is the systolic blood pressure and is the pressure in the arteries when the heart is pumping blood. The other value indicates the diastolic blood pressure and measures the lower pressure when the heart is at rest between beats.

### Six steps for lowering high BP

1. It is normal to have rather a high blood pressure at sixty than at twenty. At an earlier age in certain conditions due to kidney disease, gland disease, and sometimes for no apparent reason, the pressure may rise to dangerous levels.

2. The chief risks are that the heart may be unable to cope or a blood vessel may burst in some organ such as the brain (stroke).

3. People tend to be frightened of hypertension. But many sufferers have reached great age, and died from something unconnected. Be advised by doctor. He will probably arrange tests to see if there is a curable cause and check for any sign of adverse effect on heart or kidneys. He will suggest a reducing diet if some one is overweight, abstention from smoking and reduction of animal fats and salt. He may perhaps prescribe tablets to reduce the pressure.

4. There might have no symptoms of raised blood pressure. It is often found during routine medical examination. Occasionally, headaches and giddiness are found to be caused by raised blood pressure.

5. Once one is known to have raised blood pressure he/she will need the pressure checked occasionally (be guided by one/fixed doctor), as treatment may need to be adjusted.

6. One should continue accustomed activities but if one has taken no exercise for years do not suddenly take up vigorous exercise start gradually with short walks and build up.

## Health and mind

### Share your feelings

Talk with friends and/or family every day. People with strong support networks tend to have better emotional health and a better self-image and generally function better mentally and physically than people who don't. They also have increased self-confidence which helps them to deal better with stressful situation.

## Specially for women

Special care should taken in pregnant and lactating mothers. Medicines may be harmful if taken during the first trimester of pregnancy. These medicines also pass through the mother's milk, thus affecting the child also. Therefore, don't take any anti-inflammatory drugs on your own.

Tomorrow: Health and nutrition, and other tips.

## HIV/AIDS: A Global Threat to Civilization and Development

UNDP in its sixth Annual Human Development report published in March 1996 expressed concern over the emerging threat of HIV/AIDS. The words of caution and subsequent advice to the nations of the world is worth mentioning here: "Government that do not take the AIDS threat seriously now, or shy away from action because of cultural or religious sensitivities will pay the price later. More resources political commitments and innovation need to be brought to bear against this pandemic, while still maintaining adequate attention to other health challenges".

More than four years have passed since then. By this time HIV/AIDS has been identified not only as one of the world's leading public health problems but also as a major threat to civilization and overall human development. It is perhaps time to ask how has Bangladesh Government responded to this problem? What degree of concern has it shown, what measures has it put in place and what plans it made to face a probable attack of HIV/AIDS? Perhaps the answer to these questions in depressingly little and disappointingly few. Reasons behind this may be the fact that HIV/AIDS situation in Bangladesh is not that alarming till now.

Recently released UNDP sponsored article 'HIV/AIDS and

Poverty" by Ms Geeta Sethi, Programme Co-ordinator, UNAIDS published in local dailies is a timely and positive intervention. (The Daily Star 17 October 2000). It is undoubtedly thought-provoking. I write this to complement Ms Geeta Sethi and try to throw light on this global threat to humanity and development. Ms Geeta Sethi's conclusive statement, "Poverty, therefore, increases vulnerability and the likelihood of contracting HIV as well decreases the opportunities to prevent infection" is supported by facts and figures.

HIV and AIDS are two recently emerged terms which need no introduction and explanation to the people of the world in general. AIDS (Acquired Immune Deficiency Syndrome) entered into human vocabulary in 1981 followed by HIV in 1986. Now HIV and AIDS go inseparably. AIDS was to enter the world's consciousness as a result of a dawning awareness of the advent of strange new disease first reported in California in early 1981. It is caused by a special kind of retrovirus which was afterwards officially designated as HIV (Human Immuno-deficiency Virus) in May 1986 by a sub-committee of the International Committee on the Taxonomy of Virus.

The appearance of HIV/AIDS has touched many aspects of our society and our daily lives. It has now become one of the world's

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by Mahmud Hassan

leading public health problems and for many countries, a major setback in human development. The scale in the setback in human development has been confirmed by a UNDP Study carried out by a group of researchers at the Columbia University and the Harvard Institute for International Development. Countries from all regions of the world lost on an average 1.3 years of human development progress. And in some countries the setback was particularly severe for Zambia more than ten years, Tanzania eight years, Rwanda seven years and the Zimbabwe lost between three and five years. The study report revealed that the losses would continue to mount especially in such countries as India, Myanmar and Thailand where the AIDS threat is becoming increasingly visible. For example, there were very few HIV positive cases reported until the early 1990s in Thailand, now it is estimated that there are between

200,000 to 400,000 individuals with HIV infections although most of these are well at present, many will develop AIDS over the next few years.

At present 33.6 million people of the world are infected with AIDS. Every one person in 100 in the age group 15-49 is infected with HIV in the world. Up to 1990 about 12.4 million people died on this disease. On an average 16,000 people are being infected daily. 95 per cent of the AIDS victims belong to developing countries of which 50 per cent belong to age group 15-24. It is high time to respond to and intervene in this looming epidemic both nationally and globally. HIV/AIDS is no more any country-specific, it is now a global curse and we are to combat it globally. Though globalisation offers great opportunities for human advance, at the same time it is also creating new threats to human security. The problem of HIV/AIDS is no more an isolated problem of any individual or any

certain community, it has become the part of everybody's life and economy and thus needs to be addressed, understood and analyzed in its totality. Being the inhabitants of a Global village, we cannot escape the risk of being vulnerable.

To address this global epidemic disease by taking appropriate steps to create public awareness is the demand of the day. We need a solid foundation on the study of HIV/AIDS that will enable us to respond to this problem with particular focus on its social, cultural and psychological perspective. However, the number of people and range of professions likely to be involved in dealing with the problem of HIV/AIDS is increasing worldwide. Regular updating of knowledge in this rapidly evolving field is a demand of the time.

It is unfortunate that we still have no effective cure for the

disease. There is no effective vaccine or even sign that a really effective vaccine is about to go on trial. Hypothetically, if an effective vaccine is developed tomorrow, it would be years before it could be distributed on a global scale. At the present moment avoidance of the behaviour that transmits HIV/AIDS remains the only hope for the control of this disease. So we need to disseminate the necessary messages, information and words of caution to the people in a co-ordinated and regimented manner. And for this we need a comprehensive and effective practical response to the problem of HIV/AIDS. To implement this we need global co-operation. UNDP can play a vital and pioneering role in this respect.

The writer is Deputy Director, Department of Narcotics Control Ministry of Home Affairs.

## Government of the People's Republic of Bangladesh

Office of the Project Manager-3  
Jamuna Bridge Access Roads Project  
Sarak Bhaban, Ramna, Dhaka

### Auction Invitation Notice

1. Auction Notice No : Project Manager-3, Jamuna Bridge Access Roads Project, 03/2000-2001 fiscal year.
2. Name of work : Sale in auction of MS pipes of various diameters of Bakhrabad Gas Systems Ltd got during the time of work of widening of road of the contract No-8 of the Jamuna Bridge Access Roads Project, Project Manager during 2000-2001 fiscal year.
3. Eligibility of contractors : 'A' to 'E' class general contractor of R&H Department/interested individual establishment.
4. Book value as per survey report : 3,90,151/- (three lakh ninety thousand one hundred fifty one).
5. Earnest money : 10% of the quoted rate in the forms of Bank Draft/Pay Order/Treasury Chalan from any schedule bank in favour of the Project Manager-3, Jamuna Bridge Access Roads Project, Dhaka will have to be deposited.
6. Specific time limit : 15 (fifteen) days from the date of written order.
7. Offices in which the schedule of auction call will be available : 1. Project Manager-1/2/3, Jamuna Bridge Access Roads Project, Sarak Bhaban, Ramna, Dhaka.  
2. Executive Engineer, R&H, Planning Division (PD), Sarak Bhaban, Dhaka.  
3. Executive Engineer, R&H, Chittagong Road Division, Mansurabad, Chittagong.  
4. Project Director (ACE), R&H, Jamuna Bridge Access Roads Project, Sarak Bhaban, Ramna, Dhaka.  
5. Superintending Engineer, R&H, Procurement & Monitoring Circle, Sarak Bhaban, Ramna, Dhaka.  
6. Project Manager-3, R&H, Jamuna Bridge Access Roads Project, Sarak Bhaban, Ramna, Dhaka.
8. Offices where auction tender will be received : 1. Project Manager-3, R&H, Jamuna Bridge Access Roads Project, Sarak Bhaban, Ramna, Dhaka.  
2. Superintending Engineer, R&H, Procurement & Monitoring Circle, Sarak Bhaban, Ramna, Dhaka.  
3. Project Manager-3, R&H, Jamuna Bridge Access Roads Project, Sarak Bhaban, Ramna, Dhaka.
9. Last date of selling auction schedule : 13-12-2000 at 12-30 pm.
10. Last date and time of receiving auction rate : 14-12-2000 at 3:00 pm.
11. Date and time of opening auction : 14-12-2000 at 3:00 pm.

Md Sanaul Haque  
Project Manager-3, R&H,  
Jamuna Bridge Access Roads Project  
Sarak Bhaban, Ramna, Dhaka

DFP-29017-29/11  
G-2119

## Bangladesh Council of Scientific & Industrial Research (BCSIR)

Ref No Tender No: MBL/Com/Lib/Soft/Ten/2000-2001/1

### Tender Notice

Sealed tenders are hereby invited from the bonafide and experienced importers, dealers/distributors/local agents of the foreign companies for development/supply of Library Software for Modernization of BCSIR Library. Details of guideline/specification of Library Software and the terms and conditions for development/supply and installation is included in the tender schedule. Details of the tender notice also enclosed with the tender schedule. The tender schedule etc will be obtained from the Project Director Office of the Project entitled "Modernization of BCSIR Library" Library Building, Bangladesh Council of Scientific and Industrial Research (BCSIR), Dr Quadrat-I-Khuda Road, Dhanmondi, Dhaka-1205.

The tender schedule/documents will be available on all working days during office hours from 9:00 AM to 5:00 PM on cash payment of Tk 750.00 (Tk seven hundred and fifty) only (non refundable) per set on a written request in the letter pad of respective firm. No tender schedule/document will be sold after 17 December 2000. The authority reserves the right to accept or reject any tender or all tenders in part or full without assigning any reason whatsoever.

DFP-29018-29/11 Dr Mirza Mohd Rezaul Islam  
G-2117 Project Director.

## Special Branch Rajarbagh, Dhaka

### Re-Tender Notice No 3/2000-2001

Sealed tenders are hereby invited from approved agents of bonafide manufacturer/suppliers for purchasing 06 (six) explosive detectors and 15 (fifteen) vehicle search mirrors for use by the office of the Special Branch, Bangladesh Police, Rajarbagh. The said tenders will have to be dropped in the tender box kept at the ground floor of the Dhaka office of Special Branch on 09.01.2001 by 12:00 noon and will be opened the same day at 12-30 pm before tenderers (if anyone remains present). 2% (two per cent) of the quoted total cost as the earnest money (refundable) for security money in the forms of Demand/Pay-Order from any commercial bank to the undersigned will have to be deposited with tender. Otherwise, tender will be treated as rejected. Tender schedule with the specification of hand-held explosive detector with terms and conditions on payment of Taka 750/- (seven hundred fifty) and tender schedule with specification of vehicle search mirror with terms and conditions on payment of Taka 400/- (four hundred) (non-refundable) can be procured till 08.01.2001 during office hours from the Staff Section of SB Office at Malibagh. No tender schedule will be sold on the day of opening tender.

The undersigned reserves the power to accept or reject any tender without assigning any reason.

Md Wasequzzaman Khan  
Special Police Super (VR)  
For/Additional IG, Special Branch  
Bangladesh Police, Dhaka  
Phone: 9333294

DFP-29071-29/11  
G-2118

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