

FOCUS

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 Shirahama, 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 the 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.

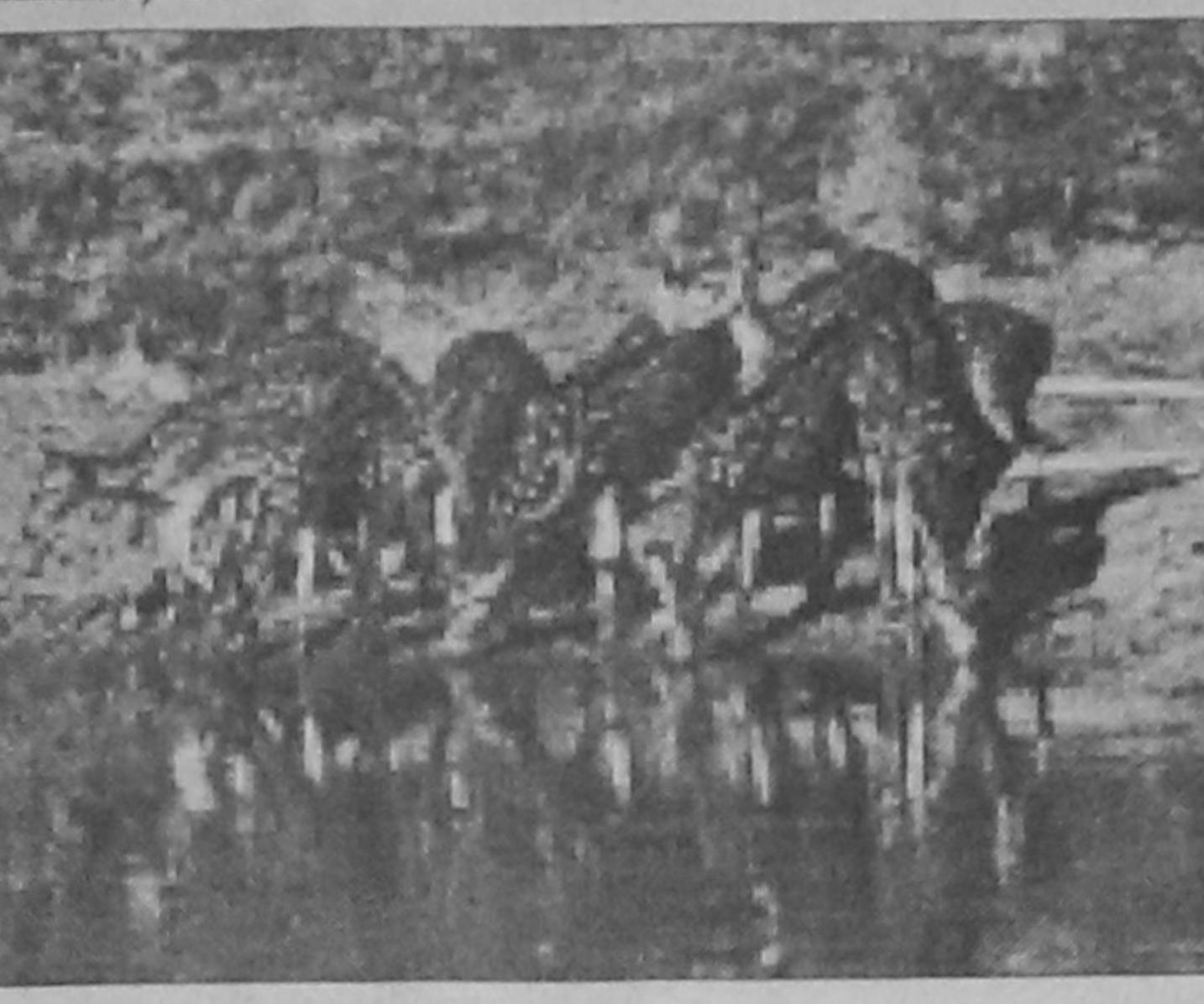
The world tourism grew by 3.2 per cent in 1999 half a point faster than in 1998. The international tourist arrivals reached 657 million in 1999 and the earning from tourism sector was US\$ 455 billion. The WTO forecast in this regard is that the growth rate will rise further and by 2020 the international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

The question of sustainability of the tourist 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, archeological 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 we receive from our friendly



Cox's Bazar: The incomparable longest beach.



The Sundarbans: World Heritage site.

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/or disturbances foreigners will be least interested to spend leisure there. Similarly, where hunger, disaster and illiteracy and are constant companion people will be disinterested 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 archeological 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, to the growth of tourism, 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 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

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

munity desires, the home for the tourist outside 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 stakeholders 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 higher 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 unexpected. 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 dizziness 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 situations.

Specially for women

Special care should be 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.

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 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 Qudrat-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.

Dr Mirza Mohd Rezaul Islam
Project Director.

Government of the People's Republic of Bangladesh

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

Auction Invitation Notice

- Auction Notice No : Project Manager-3, Jamuna Bridge Access Roads Project, 03/2000-2001 fiscal year.
- 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.
- Eligibility of contractors : 'A' to 'E' class general contractor of R&H Department/interested individual/establishment.
- Book value as per survey report : 3,90,151/- (three lakh ninety thousand one hundred fifty one).
- 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 be deposited.
- Specific time limit : 15 (fifteen) days from the date of written order.
- Offices in which the schedule of auction call will be available : Project Manager-1/2/3, Jamuna Bridge Access Roads Project, Sarik Bhaban, Ramna, Dhaka.
- Offices where auction tender will be received : Executive Engineer, R&H, Planning Division (PD), Sarik Bhaban, Dhaka.
- Last date of selling auction schedule : 13-12-2000 at 12:30 pm.
- Last date and time of receiving auction rate : 14-12-2000 at 3:00 pm.
- Date and time of opening auction : 14-12-2000 at 3:00 pm.

Mr. Sanaul Haque
Project Manager-3, R&H,
Jamuna Bridge Access Roads Project
Sarik Bhaban, Ramna, Dhaka

Special Branch

Rajarbagh, Dhaka

Re-Tender Notice

No 3/2000-2001

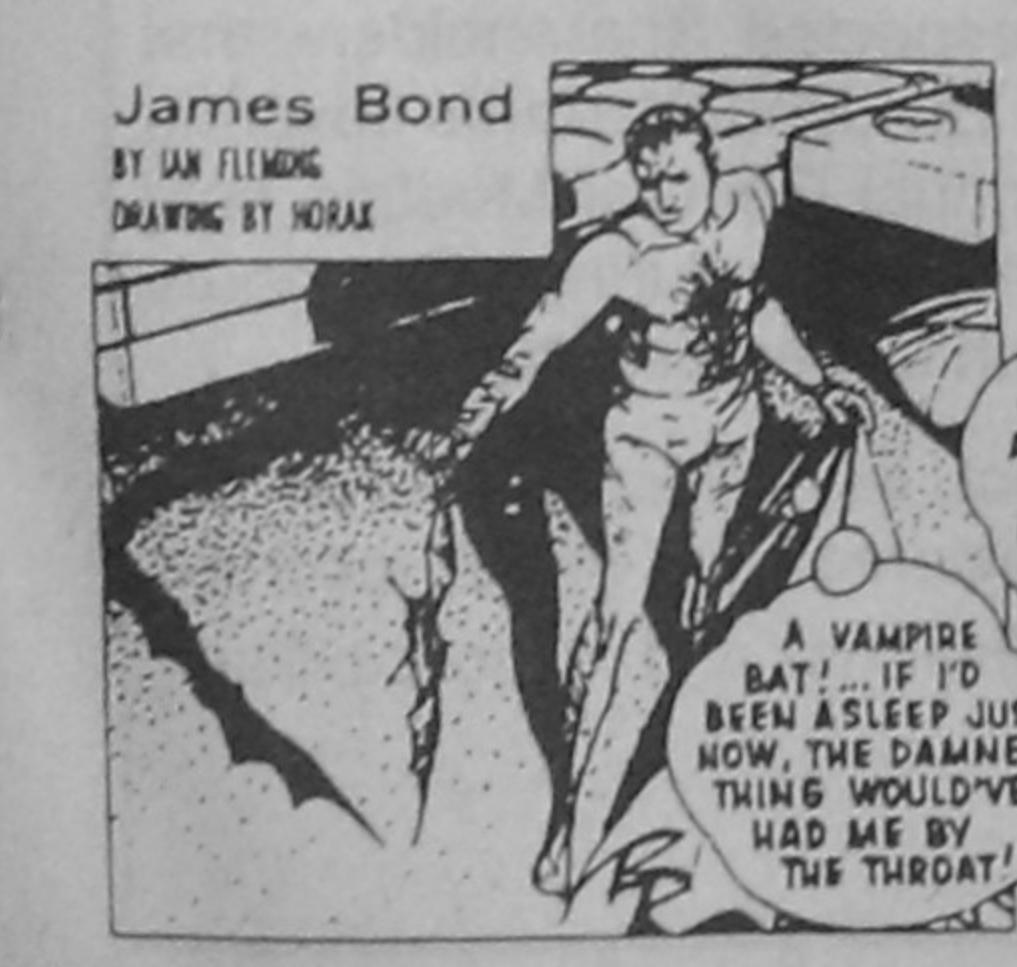
Sealed tenders are hereby invited from approved agents of the bonafide manufacturer/suppliers for purchasing 06 (six) explosive detectors and 15 (fifteen) vehicle search mirrors for use by the office of the Special Branch, Bangladesh Police, Rajarbagh. The said tenders will have to be dropped in the 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

Garfield ®



by Jim Davis



James Bond
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