

Challenges and opportunities for coastal tourism development in Cox's Bazar

Marjorie van Strien

Status quo

- Cox's Bazar is attracting masses of tourists
- Service industry – business and employment
- Solid plans form a strong foundation
- Flagship destination



Potential challenges (1)

Leadership for implementation of the plan?

Cox's Bazar Development Authority starts working

Our Correspondent

Published : Wednesday, 17 August, 2016 at 7:30 PM

Cox's Bazar : The newly formed Cox's Bazar Development Authority has started working officially to ensure development of the tourist city under a master plan.



Potential challenges (2)

Increasing pressure on space for local livelihoods



Potential challenges (3)

Increasing pressure on highly vulnerable ecosystems



'Curse' of many beach destinations

- Rapid growth in popularity
- Unplanned and uncontrolled development
- Unequal opportunities and benefits
- Loss of what made the destination unique and valuable
- Tourists feel 'trapped'

Once destroyed, it is extremely challenging to revive coastal destinations!!!

What will Cox's Bazar look like in 10 years?



What will Cox's Bazar look like in 10 years?

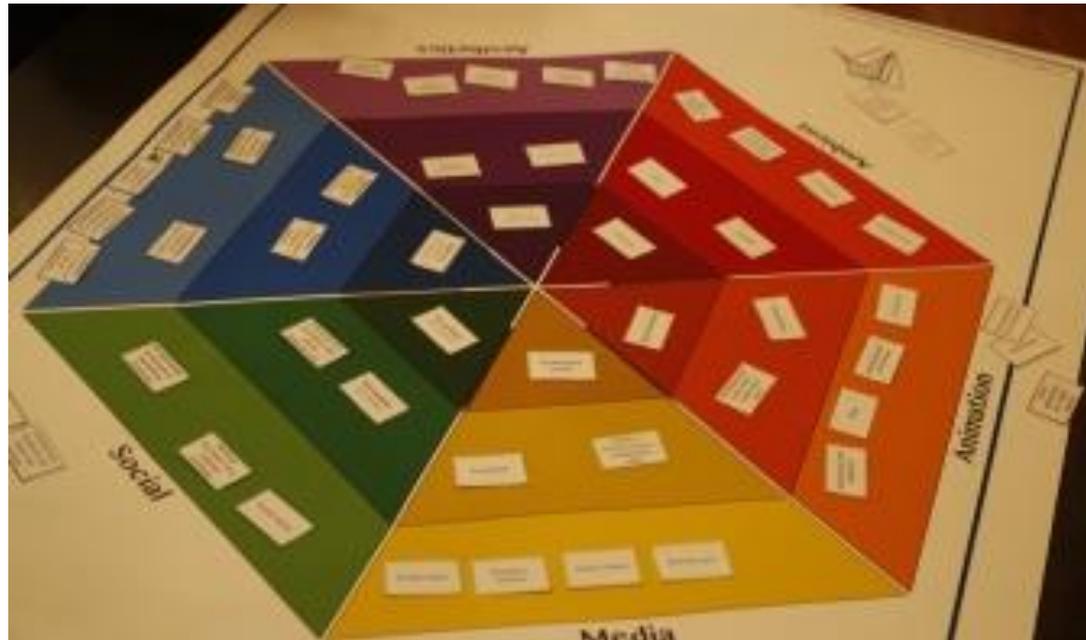


Opportunities for Cox's Bazar

- Conserve what makes the destination unique!
- Stimulate space for market / product diversification
- Encourage involvement of locals
- Allow some areas to develop more rapidly and slow the pace on the most vulnerable areas
- Build on strength of local quality and design
- Stimulate responsible business development

Recommendations (1)

- Create a variety in 'experience-scapes' (zoning)





Recommendations (2)

- Further diversify product offer – build on hinterlands and involve local people



Recommendations (3)

- Collaborate with international awards and certifications



Thank you!

