

Project Otithi launched to promote eco-friendly tourism

- A Monitor Report

Date: 16 September, 2024



Dhaka : Bangladesh Tourism Board (BTB) and BRAC have jointly launched a new project called Otithi to boost community-based and eco-friendly tourism across the country. The project is aimed to promote tourism while prioritising environmental conservation and cultural heritage.

To this effect, Abu Tahir Muhammad Jaber, CEO of BTB and Asif Saleh, Executive Director of BRAC signed a Memorandum of Understanding on behalf of their respective organisations at BRAC Centre in the capital on September 10.

Speaking on the occasion, Abu Tahir Muhammad Zaber, Chief Executive Officer of BTB, said, a comprehensive tourism master plan for Bangladesh for the years 2024 to 2040 has been developed with a strong focus on promoting community-based tourism.

Addressing the ceremony, Asif Saleh, Executive Director of BRAC, further stressed that Bangladesh features a plethora of tourist attractions, and proposed a sustainable, eco-friendly tourism model designed to benefit both local communities and the environment.

The project, by engaging local communities, aims to showcase their cultural heritage, historical landmarks and natural beauty, while contributing to the long-term development of the country's tourism sector. "Otithi" also intends to promoting responsible tourism that respects local communities and their culture, said a release.