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Bangladesh
Tourism Board



In partnership with
Canada

Community-Based Tourism in Bangladesh

► Economic development for Khashi community through tourism

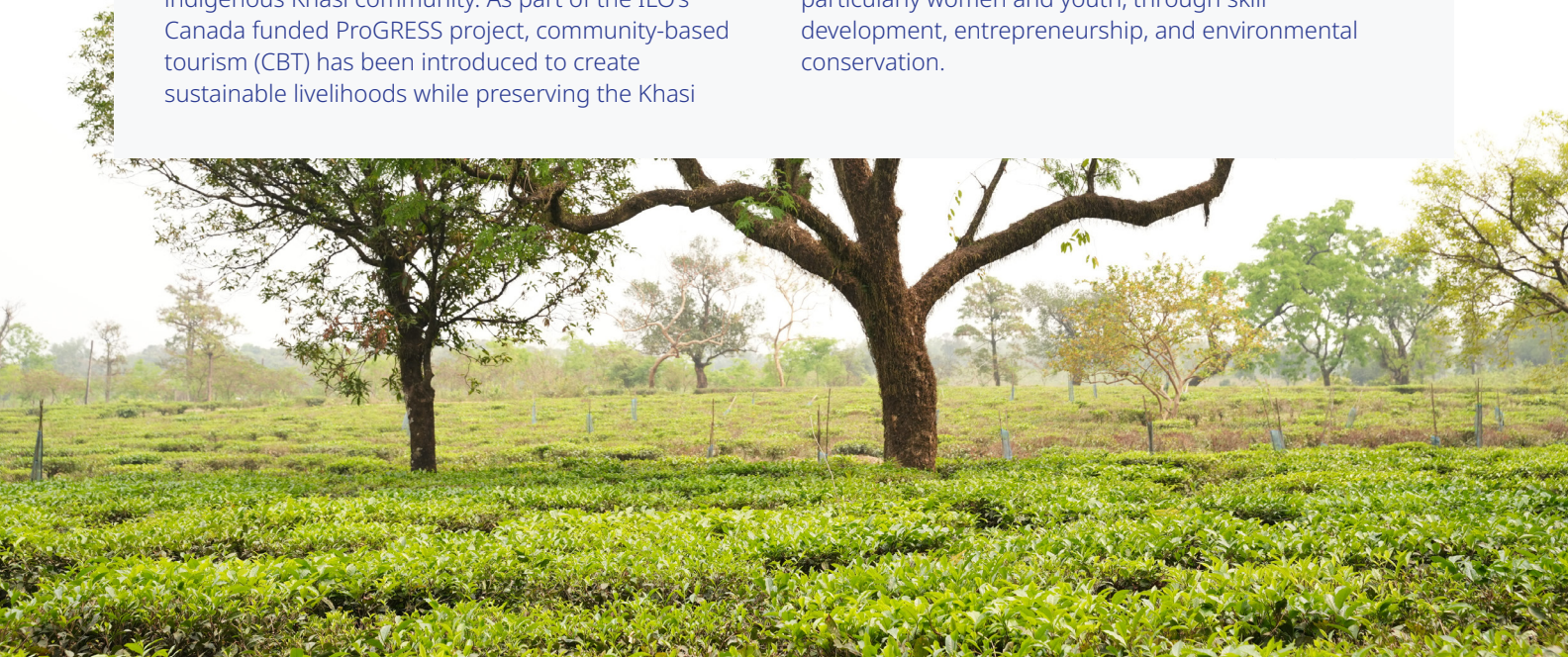
Why to visit Jaflong homestay?

- Authentic cultural experience: Stay with Khashi families and experience their unique traditions.
- Direct contribution to the community: Every visit helps improve local livelihoods
- Eco-Friendly tourism: Support sustainable practices while exploring pristine nature.
- Adventure & relaxation: Enjoy trekking, cycling, boating, and cultural performances.

Background

Jaflong, located in the Sylhet division of Bangladesh, is known for its breathtaking natural beauty and vibrant indigenous Khashi community. As part of the ILO's Canada funded ProGRESS project, community-based tourism (CBT) has been introduced to create sustainable livelihoods while preserving the Khashi

people's rich cultural heritage. This initiative enhances tourism while empowering local communities, particularly women and youth, through skill development, entrepreneurship, and environmental conservation.



Tourism activities & experiences

Homestay in Khasi village

- Tourists can stay with local Khasi families in four designated homestays, each accommodating up to 20 visitors.
- Experience daily Khasi life, including traditional cooking, farming, and cultural rituals.
- Gain insight into their matrilineal society, where women play key roles in governance and household leadership.



Traditional cultural performances

- Witness live performances of Khasi music, dance, and storytelling.
- Hosted by the Destination Management Committee (DMC) to ensure cultural authenticity.

Outdoor activities

- Boating & Fishing on the Piyain River: Tourists can rent boats (self-operated or guided) and try fishing with traditional nets.
- Cycling Through Scenic Trails: Bicycle rentals allow visitors to explore Khasi villages, tea gardens, and riverbanks.
- Trekking in Mokam Punjee: A guided trek through Khasi villages, lush forests, and waterfalls, taking approximately 30 minutes.



Culinary experiences

- Taste traditional Khasi dishes, including: Ja Doh (spiced rice with meat), Doh Kleh (meat salad), Khasi special tea
- Meals are prepared with fresh, locally sourced ingredients using minimal oil.

Evening storytelling sessions

- Local elders share the history, folklore, and traditions of the Khasi people, providing a deeper understanding of their heritage.

Sightseeing & historical Visits

- Mayabi Waterfall (0.5 km from homestay) – A scenic natural retreat.
- Jainta King Palace – A historical site showcasing the legacy of the Jainta Kingdom.
- Zero Point & Hidden Waterfalls – Guided tours available for exploring lesser-known attractions.

Bonfire & community gatherings

- Homestay hosts can arrange a bonfire night upon request for an additional fee, featuring Khasi folklore and music.



- ▶ **ILO Brief**
Economic development for Khashi community through tourism

Sustainability & community impact

Economic Benefits for Local Communities

- ▶ Job Creation: Opportunities in hospitality, tour guiding, cultural events, and handicraft sales.
- ▶ Entrepreneurship Development: Supporting local businesses, including traditional food vendors and artisans.

Environmental conservation

- ▶ Green activity fee: A small "Environmental Fee" contributes to: Road maintenance, Waste collection and disposal, Eco-tourism conservation efforts, this ensures that tourism benefits both visitors and the environment.

▶ Role of the Destination Management Committee (DMC)

The CBT will be led by the community people representing from all villages. They will be mainly responsible for all types of internal and external coordination of tourism activities. The DMC will be guided with its separate roles and responsibilities.

- ▶ Community-Led Management: Local representatives oversee tourism activities.
- ▶ Ensuring Authenticity & Safety: Regulating homestay operations, cultural performances, and guided tours.
- ▶ DMC Key Members

How to Reach Jaflong homestay?

- ▶ From Sylhet (56 km away), it will take 1 hour to 1.30 hours. The cost By Bus 60 BDT per person, by microbus: 3,000-3,500 BDT (round trip), by CNG Auto-Rickshaw; available at negotiable fares

How Jaflong homestay tourism contributes to SDGs?

Alignment with Sustainable Development Goals (SDGs)

- ▶ SDG 1: No Poverty – Economic empowerment through sustainable tourism.
- ▶ SDG 5: Gender Equality – Women-led enterprises and skill development.
- ▶ SDG 8: Decent Work & Economic Growth – Community-driven employment.
- ▶ SDG 13: Climate Action – Eco-friendly tourism practices.

Partnership opportunities

- ▶ Supporting local infrastructure development (roads, sanitation, waste management).
- ▶ Funding capacity-building programmes for local entrepreneurs.
- ▶ Promoting responsible tourism through media and advocacy.



For more information visit our website



WELCOME TO KHASI PUNJEE

