

# **TOURISTS' HUB**

**BGB FOUR STAR BEACH RESORT,  
LABONI BEACH, COX'S BAZAR**

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## **Abstract**

This paper is an attempt to perceive the context of tourism in Cox's Bazar and concludes with the design of a tourist hub at the site of BGB guest House at Laboni Beach. The gem of Bangladesh's tourism, Cox's Bazar is one of the impeccable tourists spots of south asia with the longest uninterrupted sandy beach of the world. Although the tourism sector have done well in the development of the accommodation and transportation facilities as well as basic amenities, there lies a big lacking in entertainment and social opportunities. While the BGB welfare trust is having a difficult time coping against the fast growing hospitality businesses around the town with their mere guest house, they are looking for new ways to sustain their business and pull people into their institution. Due to the lack of entertainment and activities for tourists to enjoy the country's favorite tourist spot, an entertainment hub has been proposed to increase the destination attractiveness of the place.

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## **CHAPTER 01 : INTRODUCTION**

### **1.1 Background of the Project**

The aim of the project is to create a profitable yet environmentally responsive beach resort in the place of the already existing government guest house in the site owned by BGB Welfare Trust. The existing guest house is in fact failing to make ends meet. It is low on maintenance and lack the flavor of tourism thus leading to low income generation. Even after existing in a site with such great potential, the guest house seems dead and is immensely unsuccessful. At a time when tourism in Bangladesh is on the rise leading to the increase in demand for accommodation and hotel business during tourist seasons in Cox's Bazar, competition and other relative sources have been enforcing commercial pressure on the now unsuccessful guest house. Not only tourists but social workers from around the world have now swooped into the city of Cox's Bazar working for the Rohingya crisis, therefore further increasing the demand for accommodation. The main objective of the project hence is to create a beach retreat away from the chaotic city life focusing on the landscape and essence of the country's most attractive tourist spot that will thrive economically and stand out as an emblem for ecotourism.

### **1.2 Project Brief**

1.2.1 Name of the project : 4 Star Beach Resort cum Entertainment Hub

1.2.2 Client : Bangladesh Border Guard Welfare Trust

1.2.3 Location : Hotel Road, Laboni Beach, Cox's Bazar

1.2.4 Site Area : 3.095 Acre

### **1.3 Problem Statement**

The common perception that the world holds of Bangladesh, as a flood-ravaged country in a disaster zone struggling to fight poverty, puts it in a difficult position to be viewed as a travel destination. Although certain aspects of these perceptions may be true, hiding behind such an image is a country rich in history and scenic beauty. While it holds the characteristics for a successful tourist spot, it lacks the comfort of hotels, resorts and other hospitality facilities as well as the presence of the holiday enthusiasm. In order to overcome the lack in essence of tourism, such establishments of hospitality should attempt to attract tourists as well as engage them in local history and culture and promote their participation in exploring and conserving what the natural landscapes and wilderness have to offer.

### **1.4 Project Rationale**

Cox's Bazar stands as one of the top most visited tourists spot in Bangladesh, hosting opportunities of bathing and swimming in shark free warm water, observing the beauty of sunset behind the waves of the world's longest sea beach and markets filled with souvenirs and handwoven clothes and handicrafts from the tribal Rakhine families. Cox's Bazar also hosts multiple tourist attractions around it such as Himchari waterfall, rocky beaches of Inani beach, Buddhist monastery of Aggmeda Khyang, Teknaf and Saint Martin's islands. But even then it fails to attract significant number of tourists due to lack of infrastructural facilities which are deprived of the standards of international level and also fails to portray the true essence of Cox's Bazar. The lack of scope of entertainment and luxury existing in the area deprives Cox's bazar the opportunity to be an economic and social value of this country. Lack in exploitation of the

tourism sector in Bangladesh to its full extent is also the reason why the tourism industry is failing to contribute to the economy of the country thus failing to bring in foreign currency. Not just bread and breakfast but the hospitality facilities must provide tourists with the expression of Cox's Bazar's natural setting and have them partake in activities giving them the sense of living in the wilderness and take back with them an unforgettable experience.

### **1.5 Project Objective**

One of the leading sectors for the economy in the modern world is tourism and when proper steps are taken for the boom of tourism in Cox's Bazar, there will be an inevitable boost in economy of this country. Along with the revenue in foreign currency, tourism industry can bring about the sense of communal pride and identity. Tourism also allows foreigners to experience the rich history and the identity of a community and in turn encourages the locals to take pride in their own tradition and culture , ergo enhancing the experience even further.

- a. The aim of this project is to provide an international standard four star beach resort for tourists and travelers.
- b. To construct a structure as an emblem for ecotourism
- c. To increase tourism and promote our country to tourists from home and abroad
- d. To increase the revenue earning potential of Border Guard Bangladesh Welfare Trust.



## **1.6 Scope of Work**

The proposed site for the project is enriched with natural amenities being right on the sandy beaches of Kolatali, 700 ft from the sea. It has direct accessibility from the Marine drive and amenities such as restaurants, Burmese markets, bus counters, ticket counters of ships and cruises, banks, ATM booths and many other facilities. The site is about 20 minutes from the local airport and only a few minutes away from indoor swimming pool of Cox's Bazar. The south-west of the site, although offering a full unobstructed view of the beach and sea, exposes the site to heat. The dense forest of tamarisks that make up the green belt is situated inside the site. Monsoon storms and cyclones can result in catastrophic fatalities to the site.

## **CHAPTER 02 : LITERATURE REVIEW**

### **2.1 TOURISM**

Tourism is more popularly known as an invention of the 19th century. For developing countries, tourism brings forth positive growth to economy by generating employment opportunities in sub-sectors related to tourism and earning foreign currency. It is also considered to contribute to world peace and understanding by the UN. Even though there is no universally accepted definition of tourism, WTO in 1993 has described tourism to be comprised of activities of an individual travelling to and staying in places outside their usual environment not for more than one consecutive year for business, leisure and other purposes. It is a composite of activities, services, and industries that delivers a travel experience of accommodation, eating and drinking establishments, transportation, shops, entertainment activity facilities and other hospitality services available for individuals or groups who are travelling away from home. Tourism is also a whole interdependent and interrelated industry comprised of a number of tangible and intangible components. The tangible elements being transport systems, hospitality services, accommodation, food and beverages, tours, souvenirs and other related services such as banking, insurance and security. Aspects such as relaxation, escape, adventure, culture, new and different experiences make up the intangible elements. Tourism is considered to be the largest income generator of the world economy contributing over 10% to Global Gross Domestic Product (GDP). It is the main source of export revenue benefiting the nation's economy substantially. Following illustrates the aspects that tourism benefits.



Figure 1, Source : unwto.org, 2017

The terms including and related to tourism has been clarified by World Tourism Organization (WTO) as follows:

I. Tourism- the spectrum of activities that people indulge in while travelling to and staying in places outside their usual environment for less than one consecutive year for many purposes such as leisure or business.

II. Tourist- An overnight visitor who is housed at a collective or private accommodation in the place visited.

III. Traveller- Any individual on a journey between two or more locations.

IV. Visitor- An individual travelling outside his usual environment for a time less than 12 consecutive months and the purpose of him is not to work in order to pay for his stay.

Lacking in the above definitions is the presence of domestic tourists that make up a major part of the total contribution to tourist traffic. This population of domestic tourists are made up of individuals residing within the national territory of his country but outside his usual environment.

Opportunities of jobs for people of various classes can be offered through tourism therefore helping towards eliminating poverty. This industry has the power to induce infrastructural improvements in the country. It makes vital contributions to a country's Balance of Payments (BOP).

## 2.2 DIFFERENT TYPES OF TOURISM

Tourism can be classified as different forms based on the nature of location, activity or duration of stay. They can be as follows:

1. Adventure Tourism
2. Agro-tourism
3. Ecotourism
4. Heritage Tourism
5. Cultural Tourism
6. Geo-tourism
7. Benefit Tourism

### Adventure Tourism:



Figure 2, Source : <https://www.sportsrec.com>, 2019

When the traveller is looking for adventure and exploration, this is the kind of niche tourism that they are attracted to. This kind of tourism involves tourists participating in activities to explore new places, experiences that often perceive risk taking and facing controlled danger associated with personal challenges in natural environment or exotic outdoor setting.



Agro-tourism:



Figure 3, Source : <https://www.welovelocal.travel>, 2019

This style of vacationing takes place in places with farms that offer active participation in farming tasks such as picking fruits and vegetables, ride horses, taste honey, learn about wine, shop at farm stands and much more.

Ecotourism:



Figure 4, Source : <https://ecotourism.org/what-is-ecotourism/>, 2019

Tourism of this sort involves responsible travelling to natural areas focusing on the conservation of that environment and improving the well-being of local people. The focus is to encourage personal growth and adapting new ways to live on our vulnerable planet, ergo attempting to minimise the adverse effects traditional tourism on the natural environment.

### Heritage Tourism:



Figure 5, Source : <https://culturalheritagetourism.org/what-is-heritage-tourism>, 2019

This type of tourism focuses on experiencing unique places, traditions and industrial sites with the intention of gaining an appreciation of the past.



### Cultural Tourism:



Figure 6, Source : <https://culturalheritagetourism.org/what-is-cultural-tourism>, 2019

Focusing on a region's or nation's culture is what makes up cultural tourism. This type of tourism involves visits to historic urban areas and their cultural facilities such as museums and theatres.

### Geo-tourism:

This type of tourism enhances the geographical character of a place's that includes the environment, culture, heritage, aesthetics and well being of its residents.

Benefit tourism: Travelling to obtain medical attention or other benefits makes up benefit tourism.

## **2.3 TOURISM IN BANGLADESH**

Bangladesh has everything to attract both international and domestic tourists therefore tourism is becoming a slowly developing foreign currency earner. Being portrayed as a poor, flood submerged country positioned in a disaster zone makes it difficult for the country to be seen as a travel destination. Till the liberation in 1971, most visitors remained in Dhaka,



since satisfactory accommodation facilities were scarce in the rest of the country. But due to improvement of such commodities in the nineteen nineties, the popularity of the country has increased leading to an increase in numbers of tourist flow. The country is rich with resources of archeological attractions, monuments, sanctuaries, natural beauty, hills, sea beaches, forests, lakes, wildlife, exotic way of life and culture. Rich in archeological wealth from Muslim and Buddhist predecessors, Bangladesh hosts great historical sites such as Buddhist relics of Paharpur and Sitakunda or Minamati. Museums such as the National Museum, Zia Memorial Museum, Ethnological Museum, Tribal Museum and many more of such establishments are there in this country to spark up interests on native art, science, culture and history. The largest mangrove forest- Sundarban makes the home of the infamous Royal Bengal tiger and can be potential sites for ecotourism. Famous mosques such as Seven Domed Mosque of the 17th century, Chota Sona Mosque, Shait-Gumbuj Mosque and many more can attract religious, heritage and cultural tourism. Lastly the longest sea beach, Cox's Bazar makes up the tourist capital of the country. While the rural lifestyle remain intact in villages, large commercial and industrial districts such as Dhaka, Chittagong and Khulna manifests urban cosmopolitan culture and modern values much like the Western counterparts. Otherwise some of the pull factors for tourists to visit this nation are the climatic season in Bangladesh, the historical links to India, Pakistan and England, a linguistic link with English speaking countries, the geographical proximity to markets and personal relationships to the expatriate community.(BTB Act , 2009)

The following table shows tourist arrivals in Bangladesh in different years and the rate of growth of the same :

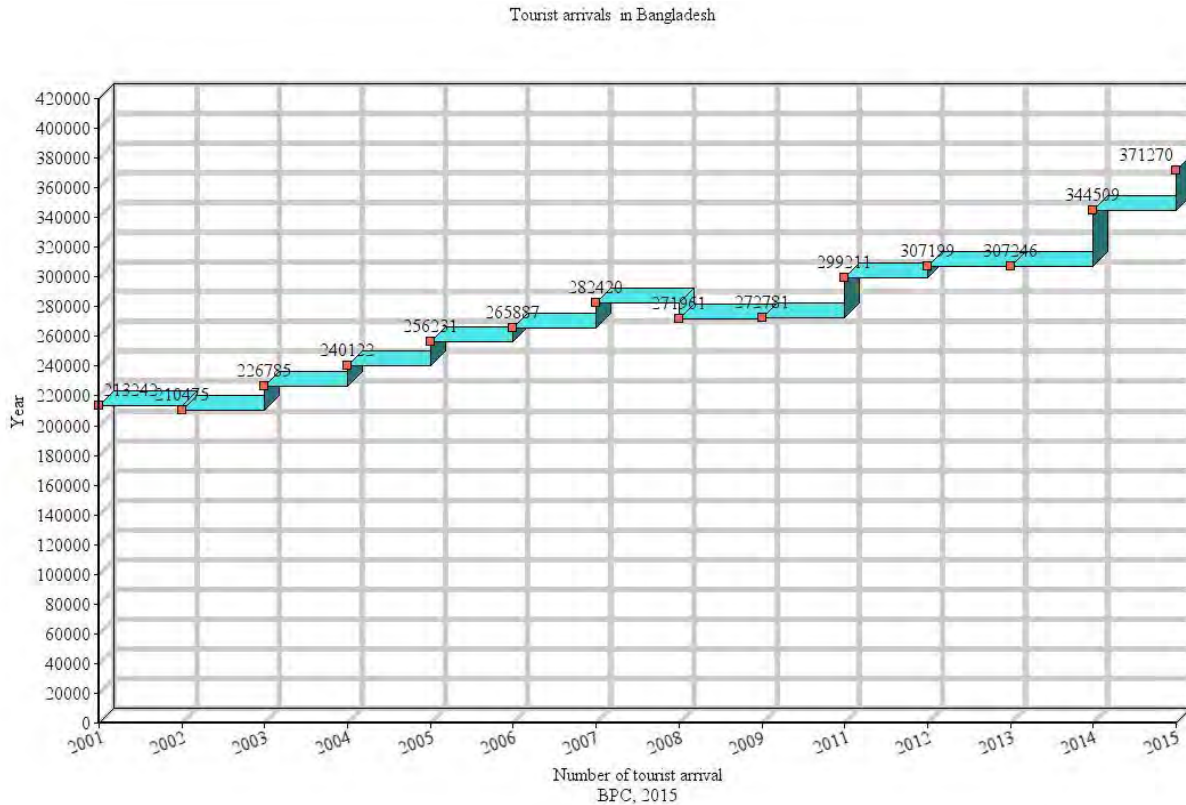


Figure 7 :Graphical representation of the growth of tourist arrivals in Bangladesh, Source : Author, 2019

This shows that the average growth of tourist arrivals in Bangladesh has increased by 7.79%. While this is a positive trend, the overall scenario is not good as the country have not matured in the tourism industry. BPC has an unrealistic prediction of Bangladesh receiving 0.9 million tourists in 2020. BPC being the only government owned tourism organisation in Bangladesh has shown an increase in average growth rate of earnings from tourism and travels by 24% from 2001 and 2015. This trend of growth range in earning gives promises of national economic benefits.

Despite such good prospects, the prolonged neglect of the tourism industry in Bangladesh is failing it. There is a lack of importance given to the development in the tourism sector from the government. The negative image of the country internationally does not help. Problems arise in the accommodation, security and accessibility for tourists. There are complications in visa and travel formalities. Deficiency in fund allocation for the tourism industry in the national budget is also one of the reasons for its failure. There are no initiatives taken to conserve, preserve and maintain the tangible tourism products neither are there proper marketing plans for them. Concerned ministries, departments, agencies and bodies of government show lack of coordination and lack of institutional capacity. Fortunately steps to development of tourism infrastructure are being taken according to a strategic master plan that has been formulated by the World Tourism Organization assisted by UNDP. The plan is to bring the whole country under a tourism network. Being a multi-sector industry, tourism cannot grow on its own. For most fruitful results from the industry both public and private sectors of the government, non-governmental organisations, institutional bodies and local communities need to be in active participation. Visa and travelling formalities should be simplified. Opportunities for outdoor adventure sports should be developed in appropriate destinations with proper safety and security of the tourists. Tolerance for tourists should be ensured along with community participation and awareness. Ahmed, M. (1995)

## 2.4 NATIONAL TOURISM POLICY

Declared in 1992, the main objectives of the National Tourism Policy are as follows:

1. To create interest in tourism among the people
2. To preserve, protect, develop and maintain tourism resources
3. To take steps for poverty-alleviation through creating employment
4. To build a positive image of the country abroad
5. To open up a recognized sector for private capital investment
6. To arrange entertainment and recreation
7. To strengthen national solidarity and recreation. (BPC, 2015)

Along with the policy, incentives such as tax-holiday, loans, concession rates for taxes and duties are provided by the government to attract private sector partners.

Tourism law contributes greatly towards conservation of the environment. Dangers of deforestation and killing and poaching of birds and animals stand as threats to the development of tourism industry. Upon enacting these laws, it not only shows promise of controlling deforestation and conserving the environment but also the preservation of historical and cultural values along with national pride of this country. It aims to bring balanced and harmonious nationwide development which in turn may stimulate the domestic private sectors to participate in the bloom of tourism resources. This can bring advancements to the local communities and encourage their participation.(BTB Policies, June 21 2010)

## 2.5 COX'S BAZAR

A combination of 21 various islands and the longest, uninterrupted beach is what makes Cox's Bazar the gem of Bangladesh's tourism. Surrounded by the sea, rivers and hills, fame of Cox's Bazar is world known. History of Cox's Bazar does not date too long ago. The city derived its name from an officer of British East India Company who founded the city. Before colonisation by the British of this area, in the 7th century the city was known as Raklialli Pangwangh- meaning "Yellow Flower". It was under the rule of the king of Arakan, Thamadho. Torment and war broke in the area when a king known as Mongwanghing killed the ruling king and took possession of Arakan. Warren Hasting, Governor of Bengal of that time appointed Cox to rehabilitate Arakanese refugees of that area. After Cox's death a market was established and named Cox's Bazar after him to commemorate his role in his work. To this day his name is preserved in the city he founded.

An area of 6.85 square km hosting a population of 14 lakhs, this city holds astoundingly high economic prospects. At the southeast of Bangladesh is the largest stretch of plain uninterrupted yellow beaches of the Bay of Bengal which is the only one of its kind in the world. Miles long marine views set beside a combination of hills and plains with the expression of the lifestyles of the native tribes is a spectacle residing at Cox's Bazar.

A lot of work needs to be done. The city centre is a grubby mess of poorly supervised uncontrolled urban development. The essence of the geographical setting of the city is being altered and the natural landscapes that comes with it is being wiped out of the face of the earth in the name of development. Uttaran cooperative housing society, with powerful people as its members, has flattened around 150 acres of hilly land and cut down

thousands of trees in Kolatoli of Cox's Bazar town for its housing estate(Tawfique Ali,2017). The Rohingya people of Ukhiya, Teknaf and Naikhangchhari have cut down acres of forests for firewood and such practices are leading to massive destruction of the ecosystem of the Cox's Bazar(Dhaka Tribune, 2017). In combination with other natural hazards various forms of man made pollution made the coastal dwellers very vulnerable and ultimately slowed down their socio-economic development. Water channels are used for dumping industrial wastes that ultimately end up in the sea. Densely populated urban areas such as these lack waste treatment facilities. Oil spills and the inadequate research and participation from authorities to check the extent of pollution of the sea water continues to leave the water murky. Criminals activities are at peak and the population ever increasing. Beaches are not cleaned up properly and litter is dumped everywhere(Islam, 2003).

These are many easily accessible tourist attractions around Cox's Bazar : Himchari: Famous for its natural beauty and Himchari waterfall, during the rainy season this site is quite a view. The beach drive to reach this destination is another experience that must be highlighted.

Inani Beach: The pristine rocky beach of Inani bordered by hills and forests and surrounded by corals is another experience not to be missed.

Aggmeda Khyang: A Buddhist monastery located near Cox's Bazar town that is intricately planned and decorated are known to sit on a series of enormous timber columns. It consists of an athenaeum of Buddhist manuscripts, a prayer chamber, bronze Buddha images of Burmese origin and an assembly hall.

Teknaf: Alongside the beautiful Naf river through forested hills lines a road that leads to a small town called Teknaf which is at the southern most point of Bangladesh close to the border of Myanmar.

Saint Martin's Islands: At the only coral island in the country, Saint Martin's islands, resides an unforgettable view of fascinating landscapes and blue sea water of Bay of Bengal.

## **2.6 DEFINITION OF RESORTS**

A resort is an independent establishment at a secluded place the purpose of which is to implement a vacationer's demands to its fullest extent which is comprised of food and refreshments, sports and entertainment, lodging, shopping and so on on the premises (Garrett Nagle, 1999). It can also be used to describe a hotel property that provides such an arrangement of amenities.

The origin of resorts can be dated back to the second century B.C. to the public baths of Rome. Although the primal baths were small and modest, eventually facilities such as snack bars, libraries, gymnasium, restaurants, lounges, shops, taverns, museums, theatres were incorporated with baths built as large buildings. Such facilities were then used for health, recreational and social purposes. But the first significant resort area was established in a town named Spa at Belgium in 1326. The rivers of this town was believed to be rich in mineral infused water which led to its popularity. Although in the seventeenth century, such establishments gained proper popularity as kings such as King Charles II used to visit them for recreation and relaxation. By the nineteenth century, the wealthy wanted privacy at the resort for a long stay at resort premises, as travelling

back in those days was quite difficult, thus leading to proper accommodation facilities incorporated in resorts(Antonio, 2013).

The resort industry in the current times is succeeding in out performing all aspects of the Lodging industry when it comes to profitability, growth and occupancy(McElyea,2005). The industry is continuing to thrive all over the world as it appeals to a variety of clientele ranging from families to couples to businesses. It comes with challenges that are not encountered in other common property types. These estates require excessive operation to keep it running, are highly service oriented and prone to seasonal business patterns. The key management tool for a successful resort is an excellent service that can alter based on the guest's comfort. While to some a resort is a mere source of relaxation and recreation, to others it may be for improvement of well-being and health requiring eye catchy surroundings, food of top quality, entertainment and service. Resorts can be of many sorts ranging from traditional resorts to fantasy resorts.

**Traditional resorts** are usually established by wealthy individuals or railroad companies, offering a wide variety of recreational amenities yet offering very little commercial activities. These kinds of resorts are subjected to high seasonal occupancies and are often closed most part of the year.

**Planned resorts** are the kind that provides overnight accommodations, substantial services as well as real estate offerings for example moderately priced hotels and cottages, second homes, retail shop areas and so on.

**Fantasy resorts** are like the conventional resorts with an unconventional twist. They are usually themed leading to high operating costs and capital.

**Boutique resorts** serve selected markets of upscale individual travelers and small business meetings. Focusing mainly on lodging and related



amenities, it consists of retail and residential development. They prefer promoting a certain character and market particular niche.

**Corporate resorts** are self-contained resorts with top notch in-house facilities and services attracting mainly conferences and business meetings.

There are significant differences when it comes to operating a resort and a traditional hotel. Resorts cost a lot more to build than hotels but in turn generate more revenue due to prolonged guest stays, greater occupancy rates and other services that are present in the resort. Traditional-hotel amenities typically are limited to an exercise room, pool and the concierge's ability to arrange off-site activities. A resort provides a wide range of amenities, such as golf and tennis, that can be major revenue generators. Competing in an increasingly segmented market such as this, resorts tend to focus on major trends of amenities and services. With increasing concern of the general population of the world for their health and well-being, fitness centres are found to be a basic amenity for resorts and hotels. Along with these facilities, on site health spas are also incorporated that may offer programs on nutritional guidance or yoga. For those looking for the thrill of adventure and fantasy, many resorts offer off-site excursions and adventure sports. Resurgence of environmentalism in the recent times have created a new submarket of ecotourism that guarantees quality recreational experience with minimal impact on the environment.

## CHAPTER 3 : SITE APPRAISAL

### 3.1: Site at a glance

The south eastern district of Bangladesh exists the port city of Chittagong. On the south of Chittagong resides the beach city, Cox's Bazar. The site exists in one of the most visited beaches of Cox's Bazar, the Laboni beach.

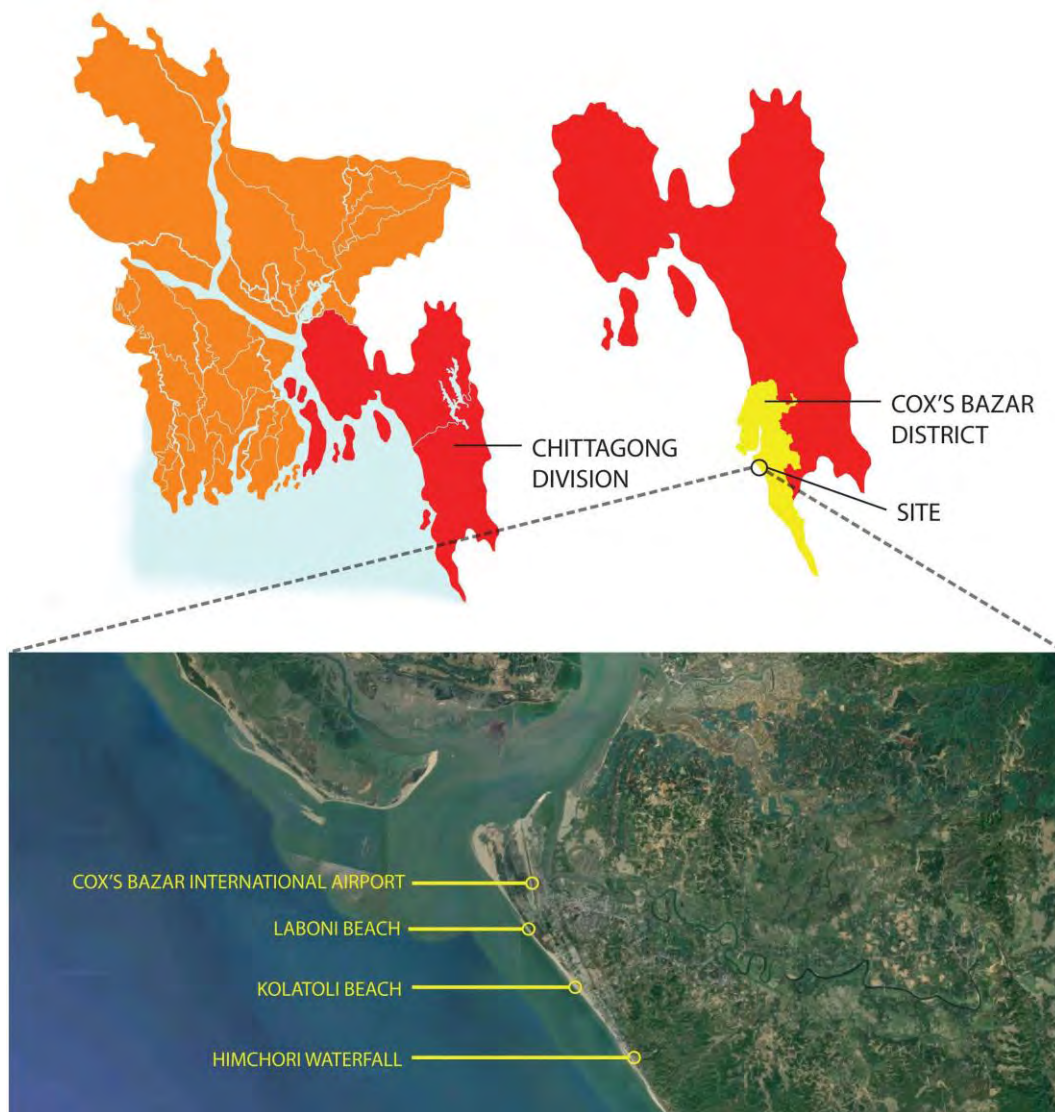


Figure 8: Map of Bangladesh, Chittagong, Source : Author

Figure 9, Source : Google Maps



Figure 10, Source : Google Maps

Figure 11, Source : Google Maps

### 3.2 Location of the site

Location : Hotel Road, Laboni Beach, Cox's Bazaar

Site : 134,830.58 Sft

3.095 Acre

Coordinates : 21°25'33.7"N 91°58'26.7"



### 3.3 Background of the site

The site of the existing guest house has great potential. Approximately 400 feet from the sea water resides the site that has direct accessibility from the road. The site is in close proximity to restaurants, bus counters, ticket counters of cruises and ships, banks, ATM booths and many other amenities. It falls within the dense forest of tamarisks. Within the site exists the guest house and Urmi BGB Beach Cafe. Towards the north-west side of the site is Urmi Restaurant and on the South-East side is the Bangladesh Army guest house. Jhinuk market and Laboni Beach park is at a walking distance from the site. On the East of the site is a secondary road that connects to the Hotel road and on the West is Laboni beach. The site comprises of spectacular and uninterrupted views of the Bay of Bengal. As it is seen in the images, the site has many geographical variation with the sandy beaches merging with the tamarisk forest giving it exotic ambience on its own.

### 3.3 Images from the site





Figure 12 and 13: Entry road to BGB Guest House, Source: Author, 2018





Figure 14,15,16 and 17: Inside the site of BGB Guest house, Source: Author, 2018



Figure 18: Beachfront, Source: Author,2018





Figure 19,20,21 and 22: Urmi Restaurant and beach cafe, Source: Author,2018



Figure 23: Army Guest House adjacent to the site, Source: Author,2018





Figure 24: Walkway leading to adjacent Jhinuk market,  
Source: Author,2018



Figure 25,26,27 and 28: Landscape inside of the site, Source: Author,2018





Figure 29,30 and 31: Jhinuk Market, Source: Author,2018

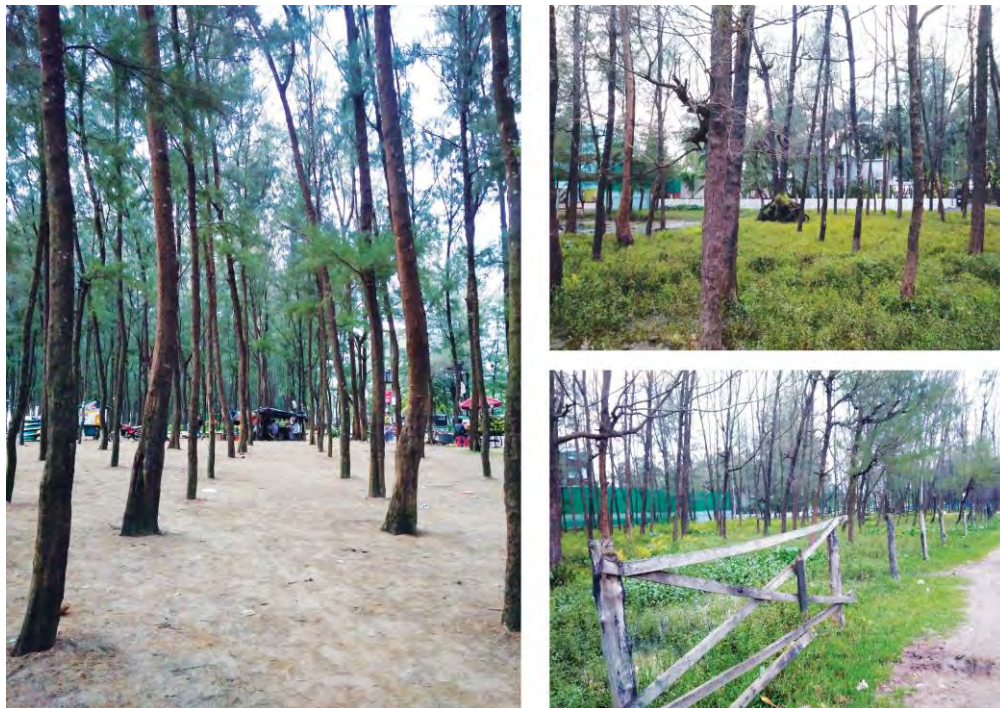


Figure 32,33 and 34: Tamarisk Forest in front of and adjacent to the site, Source: Author,2018

### 3.4 Contextual Analysis

#### 3.4.1 Land-Use



Figure 35: Land Use Map, Source : Author, 2018



Landuse Percentage of Kolatoli Beach

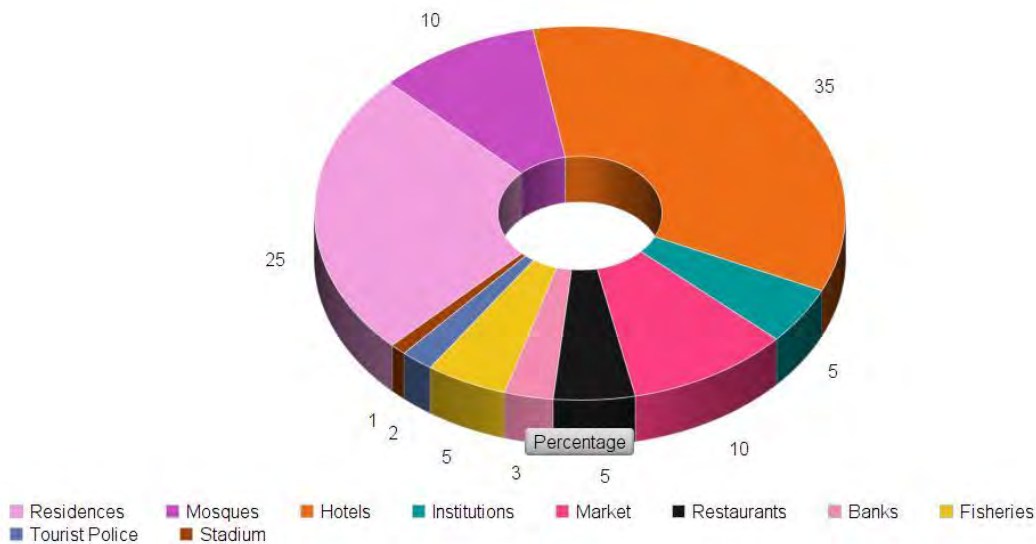


Figure 36: Pie chart showing the percentage of land use of the site and surrounding. Source : Author, 2018.

### ANALYSIS OF LAND USE MAP

As shown in the map and the pie chart, this part of the Cox’s Bazar is dominantly hotels and residences. While hotels reside mainly close to the main beaches, further inside the land are residential areas. Besides the sea, the land possesses many water bodies that are mainly unbuilt properties which will be constructed on soon enough. The site is in close proximity with many amenities such as markets, banks, mosques, bus and air ticket counters, restaurants and many more. Close to the site resides

the Cox's Bazar cricket stadium which brings promising opportunities of sports tourists.

### 3.4.2 Topography



Figure 37: Topography Map, Source: Author, 2018

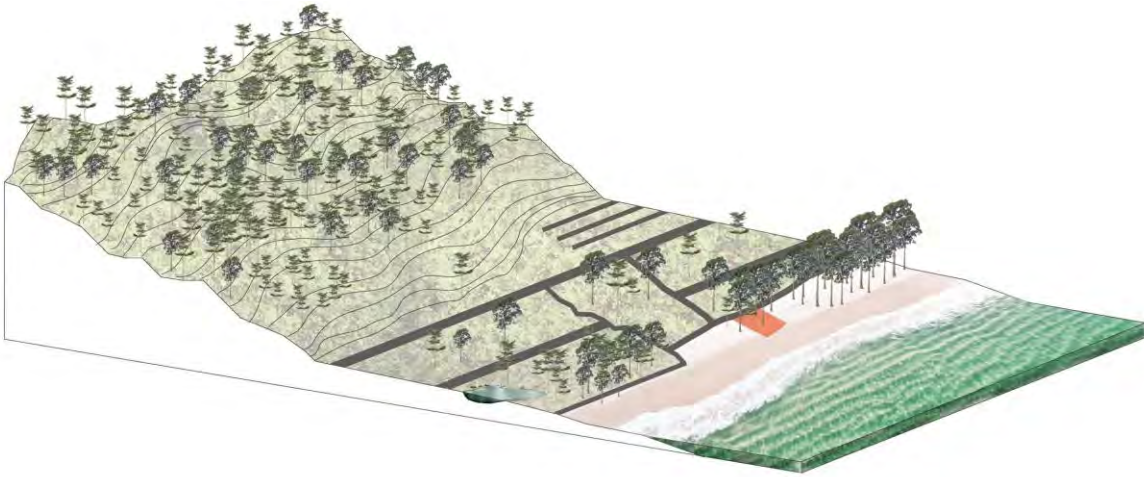


Figure 38: Axonometric of the site and surrounding, Source: Author, 2018

### **ANALYSIS OF TOPOGRAPHY MAP**

The topography of Cox's Bazar shows the possibility of what were once hilly areas turned to flat lands for urban development. Scattered with water bodies and a backdrop of hills the city shows the common urban scene of only roads and vertical development of concrete masses wiping off the natural features of the city. The tamarisk forests also known as jhau trees were planted on the seaside to block wind and also to prevent the earth from breaking down by the assault of the sea waves but they have very small economic value and the tourists also have difficulties to enjoy the sea view from their hotels. They have been unsuccessful, therefore the government has taken the decision to plant other species of trees.

Environment-friendly trees like coconut, date and palm have been proved to be more protective to survive the onslaught of tidal surges.



### 3.4.3 Paths

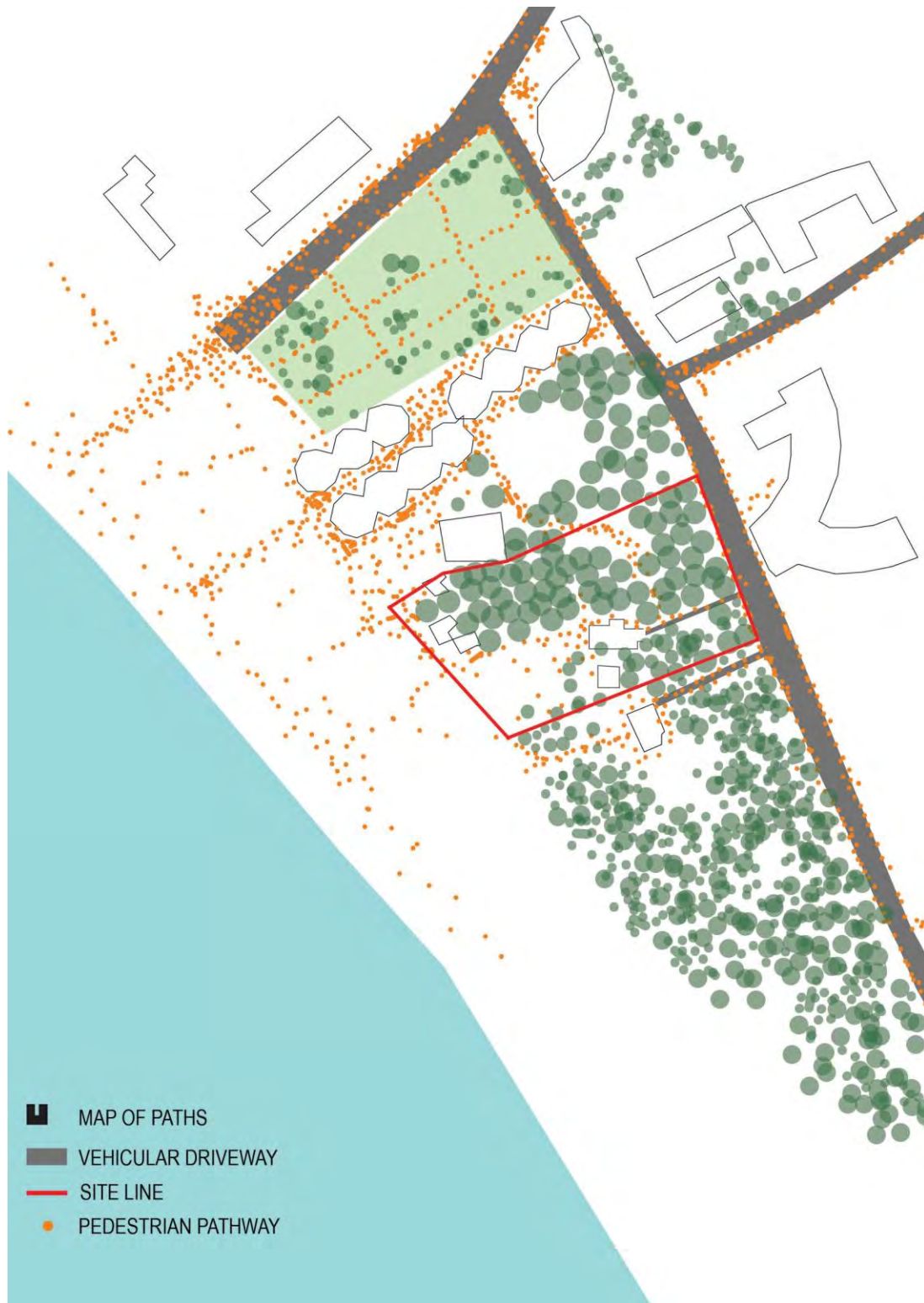


Figure 39: Map of Paths, Source : Author, 2018



## TYPES OF VEHICLES:

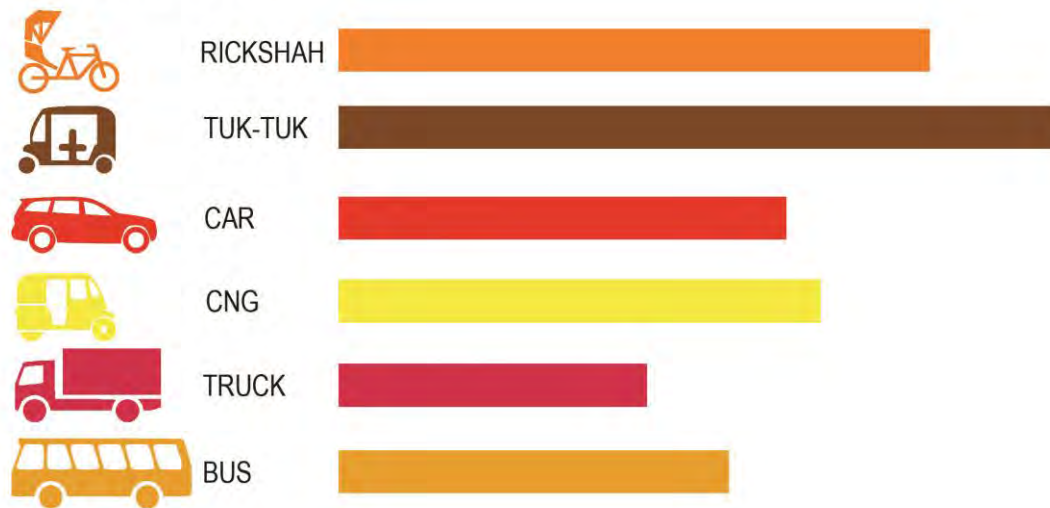


Figure 40: Chart showing the statistics of vehicles, Source: Author, 2018

## ANALYSIS OF THE MAP OF PATHS

As shown on the map of paths the site have a direct connection to driveways allowing direct accessibility of all kinds of vehicles. Although the roads lack pedestrian pathway, the beach city have a high density of pedestrian activity. Close to the site and adjacent to the kolatoli beach park is one of the main entry points to the Laboni beach. The road end consists of dense pedestrian activity due to the presence of temporary hawkers and common stop for rickshaw and three wheelers. The site is adjacent to the Jhinuk market which acts as a secondary entry to the Laboni Beach and shows high pedestrian activity. As shown on the chart above, the roads are mostly occupied by three wheelers with the capacity of carrying five or six people along with the driver. They are highly recommended by common native tourists of the beach city and are very affordable. There are many

that are decorated with colorful lights and has inbuilt music system which are very popular for joy rides among tourists. Willy jeeps known as Chander Gari are a common mode of transportation in the city of Cox's Bazar especially for traveling to the hilly sides of town.

### **3.5 Geographical**

Nature in Cox's Bazar corresponds well with its close proximity to the ocean. The Bay of Bengal lines the entire western shore of Cox's Bazar. 510000 sq. km of the shore slowly facing urban development consists of various assortments of ocean fish and bio-changing qualities. Enriched in saline water the coastland consists of hinterlands of mangrove forests in a few spots. Among the unlimited attributes of the ocean is a blend of almost 500 sorts of fish, including shellfish, crabs, age-old fish, snails and abundant green growth. The general population of Cox's Bazar resides close to the ocean and it is known that travelers from various parts of the world come to visit it. Khan, M.A. (2003, July 7)

A delicate slant of the Cox's Bazar's ocean shoreline leads to the water not spreading in low tide, as much as in high tide. Plain lands spread wide along the shoreline and during high tides, 200-300 meters of sea water is approached towards the ocean. Ringed by mountains and woodland, the shoreline is covered with transcendent inheritance of stone-chips, shaded stones, sand rises and rocks. Trees arranged haphazardly on sand ridges providing shade to turtles laying eggs in the rises. Both neighborhood and remote sightseers are drawn in for the one of a kind nature of Cox's Bazar.

### 3.6 Socio-cultural

Home to not only small tribes of ethnic minorities specifically the Rakhain, Chakma, Marma, Murung, Chakma- Muslims, Hindus and Buddhists make up a larger part of the population consecutively. The population is 22168 in number, according to the most recent statistics taken in 1991 and is a combination between Hindus, Buddhists and Christians. Unique to their own particular social life, they take pride in their own distinctive tribal trade assortment of products and items. These communities have different town government. Cultivating are their principal source of remittance come from Handcrafted articles of clothing.

A big Buddhist monastery, Aggmedha Khaung Monastery is a place of great attraction in Cox's Bazar. It has a residence admired by around 400,000 Buddhist people of the beach city and those of the Chittagong Hill Tracts. At the foot of a hill covered in weighty big trees resides the monastery near the appearance to the Cox's Bazar town. There is a plan in motion for the advancement and redesign of this place of heritage and history. The prime sanctuary cum monastery will contain a sequence of circular columns made of timber. It will accommodate a prayer chamber, an assembly hall, also a storehouse. The sanctuary also contains repository of minor bronze Buddha images and some old documents typically of Burmese origin. Khan, M.A. (2003, July 7)

Just south of the Cox's Bazar town is Himchari. Lush tropical rain forests, grasslands and trees and a number of waterfalls are dispersed at this town of beautiful natural wonders. The biggest waterfall showers down toward the sandy beach drenched in sunlight. In 1980 the National Park was established by the Government of Bangladesh for conservation, education, research and recreation. Once known as grounds for herds of Asian

elephants to stomp on, it is still home to a scarce number of such mammals.

About 10 km from Cox's Bazar resides a village with a considerable Buddhist population. Famous for its handicrafts and homemade cigars, this village named Ramu has monasteries, khyangs and pagodas. It contains images of Buddha in bronze, gold and other metals with precious stones. On the bank of the Baghkhali river is one of the most interesting of these temples that houses not only relics and Burmese handicrafts but also a large thirteen feet high bronze statue of Buddha that rests on a six feet high pedestal. Weavers ply their trade in open workshops and craftsmen make handmade cigars in their pagoda like houses.

Bangabandhu Sheikh Mujib Safari Park is the first Safari Park in Bangladesh. This tropical evergreen forest is rich with Garjan, Boilam, Telsur and Chapalish trees along with plantations of herbs, creepers and shrubs. Safari Park is a dedicated protected area for native animals. The animals are kept in spacious natural environments with accessibility for visitors by bus, jeep or on foot, offering maximum visibility whenever they visit. It is an extension of an animal sanctuary based on South Asian model located along the Chittagong-Cox's Bazar road about 50 km from Cox's Bazar town. The sanctuary itself protects a large number of wild elephants which are native to the area. Domesticated elephants which are ridden upon are just the cherry on top of all the other animal attractions the sanctuary provides- including lions, Bengal tigers, Chitals Bears, Crocodiles and lots of various types of birds and monkeys.

A small ethnic community of Bangladesh known as Rakhaine, with a total population is about 17 thousands, lives in Cox's Bazar. They are known for a colorful culture and distinguished history. They differ from other

communities of Bangladesh as they have their own song, birth related practices, marriage ritual, and funeral functions. Khan, M.A. (2003, July 7)

### 3.7 Climatic

Tropical zone calls for tropical atmosphere, all extremes of such atmosphere are eliminated by its topographical position with the ocean toward the west and a scope of slopes toward the east. Amongst three primary seasons, from May to October lasts the rainstorm season. This season causes 90% of the aggregate yearly precipitation.

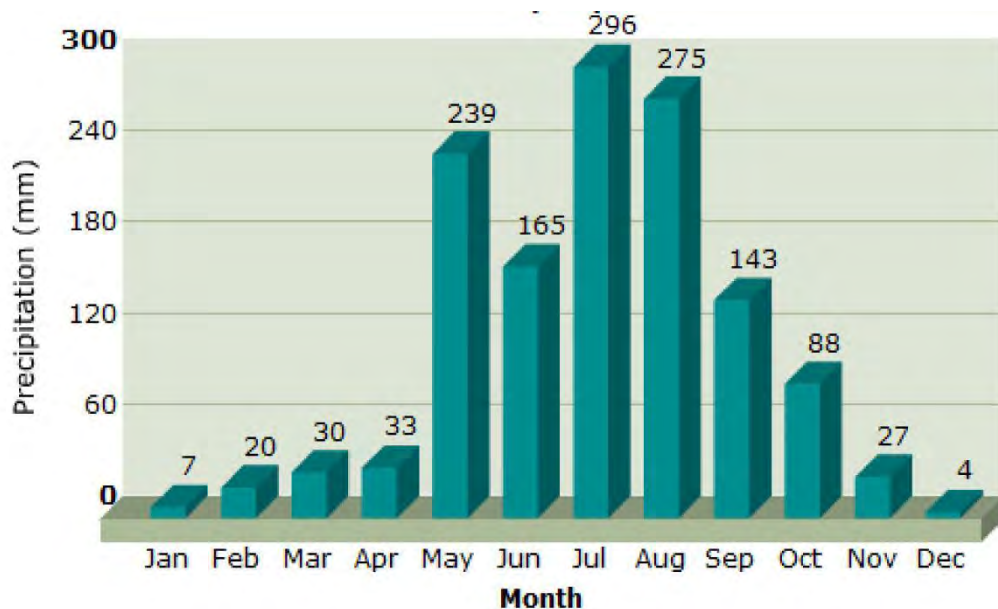


Figure 41: Average Monthly Precipitation Amount, Source: WeatherBase.com

The dry (Winter) season lasts from November to February, with minimal precipitation and the highest drop in temperature and dampness of the year.

Climate in Cox's Bazar												
Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Avg high temperature (°F)	80°	83°	87°	90°	91°	87°	86°	86°	87°	87°	85°	80°
Avg low temperature (°F)	57°	61°	68°	75°	78°	77°	81°	77°	77°	75°	67°	60°
Average Precipitation (inches)	0.1"	0.5"	1.5"	4.2"	12.7"	31.1"	35.5"	27.8"	15.3"	7.2"	3.3"	1.0"

Figure 42: Average Temperature and precipitation trend in Cox's Bazaar

Source: WeatherBase.com, 2018

With periodic thunderstorms, the pre-storm season from March to May has the most noticeable dissipation and temperature rates of the year. Known as a zone of common debacles, Cox's Bazaar is prone to vicious winds and tumult surges. This leads to the primary natural issues of this range. It causes the stream to surge the coastal banks prompting to extreme disintegration of the encompassing area thus increasing the dirt water saltiness and surges. Feasibility Report (2013)

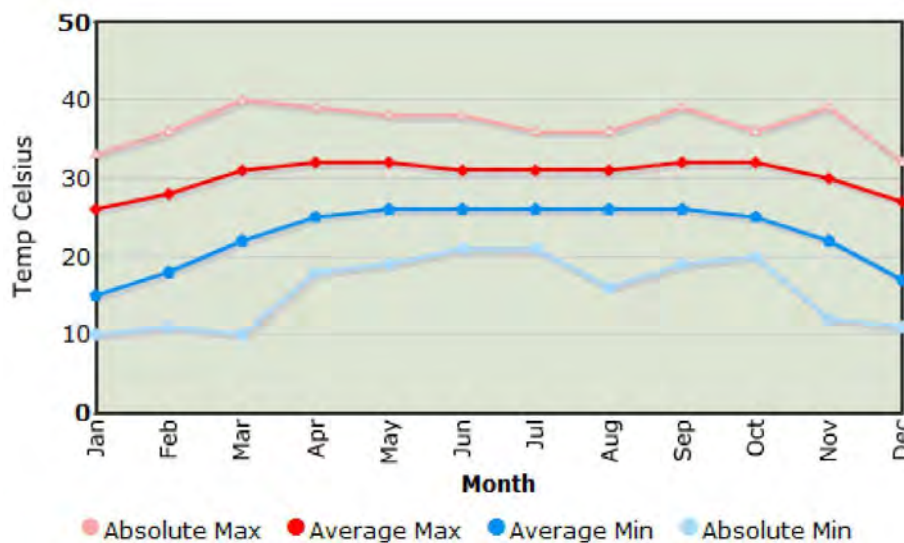


Figure 43: Average and Extreme Temperature Variation with Month

Source: WeatherBase.com, 2018

### **3.8 S.W.O.T.**

#### **3.7.1 Strengths**

- Only 400 ft from the sea, the site has a full unobstructed view of the beach.
- The site is in close proximity to the local markets, travel agencies, shops, transportation facilities, restaurants, banks, ATM booths, etc.
- Through a secondary route the site is connected to the main circulation road, Hotel Road of Cox's Bazaar and therefore the road beside the site remain free of traffic congestion.
- The weather near the ocean is comfortable most of the year as the locale temperature variation is negligible.

#### **3.7.2 Weaknesses**

- The beach being on the south-west side of the site, it is exposed to unobstructed heat.
- Serving as a weakness of the site, the dense forest of tamarisks penetrating the site blocks the beach view above 25 ft height.
- The tamarisks fail to serve the purpose of hindering soil erosion nor do the trees possess any economic value.

### 3.7.3 Threats

- Storms, cyclones and monsoon are a great threat to the site as it stands to be in the first line of harm from the ocean.

### 3.7.4 Opportunities

- The locale commercial growths inside and surrounding the city will help in the popularity of the site.

## **CHAPTER 4: CASE STUDIES**

### **4.1: Local Case Study : Mermaid Eco Resort, Cox's Bazar**

Architect : Ziauddin Khan

Site Location : Pechar Dip, near Inani, Cox's Bazar

Site Area: 15 acres

Project Completion: 2009

A fifteen minute drive from Kolatoli point of Cox's Bazar, on the way towards Himchori resides the famously known eco-accommodating resort, the Mermaid Eco Resort. Consisting of fifteen vernacular villas, it's focal idea being sustainable eco-tourism. Providing accomodation for fifty four individuals in settlements of 10 reused timber houses, the resort have divided the villas into seven classes. Water Bungalows on the banks of



small water bodies and Ocean View Villas offering a beautiful vista of the ocean. There are also Coconut Garden Villas, Ashram Island Beach Villas, Hill and Pond View Bungalows, Lagoon Front, and Fishing View Bungalows. Ziauddin Khan being both the architect and the chairman of the resort invested Tk 4 crore to develop the resort. It's construction was carefully accustomed to avoid any harm done to the natural beauty of the site. The materials used were mainly old blocks of timber recycled. They ensured the existing foliage of the site to be intact, in fact they planted around forty thousand saplings to make it greener. They maintained the height of their built form below the height of the trees. The staff is composed mostly of locals thus making it a sustainable establishment. They even have their wastes recycled in a plant. Wastes generated from food are converted to fertiliser which in turn are used for the organic farming of vegetables that are served to guests at the resort. Many of the decor is made of recycled materials for examples water bottles with a mix of mortar were used during construction. They believe in saving energy reason why it is entirely naturally ventilated. They even plan to instal solar panels that would supply power not only to the resort but also to local households.





Figure 44,45 and 46 , Source : Author, 2018

#### **4.2: International Case Study : Alila Villas Uluwatu**

Architect: WOHA Architects

Site Location : Desa Pecatu, Bali, Indonesia

Site Area: 14, 4642 m<sup>2</sup>

Project Completion: 2009

100 meters above the Indian Ocean offering unforgettable picturesque views resides this cool, contemporary cliffhanger of a resort. Their focal aim being environmentally feasible designs, it provides a 50 suite lodging with 35 private estates. It's a combination of vernacular engineering, spectacular customary Balinese structure design and innovative modern treatment of space and frame. The outdoor living spaces provide panoramic views over the ocean. There are striking pool villas decorated with minimalist interiors. The resort have been designed with only locally sourced, recycled and sustainable materials achieving innovative environmental standards. A carefully planned natural ventilation allow the sea breezes to circulate the open plan layout of the resort that rests on flat

lava rock roofs. Perched on the edge of limestone cliffs is the striking wood-slatted cabana lounge that overhangs the pounding waves of the ocean. Balinese volcanic pumice shake was used to produce a terraced low pitched rooftop. This is a characteristic protective material that aid local plants and succulents. What makes the site so exceptional is the terraced rooftops in combination with the scenes where the first terrace is kept open to display. Local craftsmen from Java and Bali designed the villas' minimalist interior furniture and lighting fixtures using local materials, which eliminated the environmental impact of importing and transporting foreign materials while supporting local communities and artisan trades. Rather than importing exotic flora that can disrupt the natural environment and demand a more frequent supply of water, local plants from the Bukit savannah ecosystem are raised in a nursery on site to encourage local bird and animal life. These plants have adapted to the dry savannah landscape by going dormant in the dry season and blooming when the rains arrive.





Figure 47: Pool and Cliff Side View, Source : [www.alilahotels.com](http://www.alilahotels.com), 2018





Figure 48: View of Villas, Source: [www.alilahotels.com](http://www.alilahotels.com), 20



Figure 49,50 and 51 : Views of pool, courtyard and bar  
Source: [www.alilahotels.com](http://www.alilahotels.com), 2018



## CHAPTER 5: PROGRAM DEVELOPMENT

### 5.1 Front of the House

- RECEPTION AND LOUNGE AREA

FUNCTION	QUANTITY	AREA (sft)
FRONT DESK	1	250
FRONT OFFICE	1	800
LOBBY AND LOUNGE AREA	1	1500
TOILET	2(male & female)	500
TOTAL		3050

- RETAIL SERVICES

FUNCTION	QUANTITY	AREA (sft)
TRAVEL AGENCY, RENT A CAR, TRADING CO., AIRLINES, CARGO	1	800
PASTRY SHOP	1	300
TOTAL		1100

- BUSINESS CENTRE

FUNCTION	QUANTITY	AREA(sft)
MEETING ROOM (200 PERSONS)	2	1400
MEETING ROOM LOBBY	1	700
BUSINESS CENTRE	1	576
COMPUTER AND PRINTING FACILITY	1	200
TOILET	2	300
TOTAL		3176

- RESTAURANT

FUNCTION NAME	CAPACITY	QUANTITY	AREA(sft)
POOLSIDE CAFE	30	1	500
RESTAURANT	55	1	1000
BAR	25	1	600
TOTAL			2100

- RECREATIONAL FACILITY

FUNCTION	SIZE	QUANTITY	AREA (sft)
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INDOOR GAMES ROOM		1	1500
SWIMMING POOL	85' x 32'	1	2624
CHANGING AREA		2	500
SPA/MASSAGE		1	200
TOTAL			4824

- HEALTH AND FITNESS FACILITY

FUNCTION NAME	QUANTITY	MALE	FEMALE	AREA(sft)
FITNESS CENTRE	1			1020
SAUNA	1	25sft	25sft	50
STEAM BATH	1	25sft	25sft	50
LOCKER AND CHANGING ROOM				300
TOILET				500
TOTAL				1920

- GUEST ROOM

FUNCTION	SIZE	QUANTITY	AREA(sft)
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TWIN BED	13' X 24'	65	18720
SUITE	56' X 34'	5	4760
TOTAL			38080

## 5.2 Back of the House

- KITCHEN

FUNCTION	QUANTITY	AREA(sft)
BANQUET KITCHEN	1	600
MAIN KITCHEN WITH CUTLERY STORAGE	1	3000
AUXILIARY KITCHEN FOR SPECIALITY RESTAURANT	1	400
BAKERY	1	600
PANTRY FOR RESTAURANT	1	600
CHEF'S ROOM	1	150
ADJOINING KITCHEN FOR EMPLOYEE AND EXECUTIVE DINING	1	300
TOTAL		5650

- HOUSEKEEPING

FUNCTION	QUANTITY	AREA(sft)
HOUSEKEEPING	1	1000
LAUNDRY, DETERGENT STORE, LINEN STORE	1	2000
TOTAL		3000

- MECHANICAL AND ELECTRICAL

FUNCTION	QUANTITY	AREA(sft)
ENGINEER'S ROOM	1	400
GENERATOR ROOM	1	1000
WATER RESERVOIR	2	1500
BOILER ROOM	1	1000
WATER TREATMENT AND FILTRATION PLANT	1	1500
MECHANICAL AND ELECTRICAL	1	500



WORKSHOP		
TOTAL		5900

- SERVICE AND LOADING DOCK

FUNCTION	QUANTITY	AREA(sft)
DOCK AREA	1	600
GOODS RECEIVING AND PURCHASING	1	100
GARBAGE ROOM	1	100
TIME KEEPER ROOM	1	100
UNIFORM ROOM	1	100
FIRST AID FACILITIES/ INTERVIEW ROOM	1	350
TOTAL		1350

- STAFF AREA

FUNCTION	QUANTITY	CAPACITY	AREA(sft)
EXECUTIVE DINING ROOM	1	15	200

EMPLOYEE'S LOCKER	2		300
EMPLOYEE'S DINING ROOM	1	30	300
GENERAL OFFICE	1		2500
ABLUTION SPACE	1		150
PRAYER ROOM	1		500
TOILET	2		300
TOTAL			4250

- MULTIPURPOSE HALL

FUNCTION	CAPACITY	QUANTITY	AREA(sft)
MAIN HALL	250	1	3440
PRE FUNCTION AREA		1	1000
DRESSING ROOM		2	500
TOILET		1	500
TOTAL			5440

- STORAGE

FUNCTION	QUANTITY	AREA(sft)
BAR STORAGE	1	300
COLD STORAGE	2	500
REFRIGERATION ROOM	1	500
FURNITURE STORAGE/REPAIR	1	500
TOTAL		1800

- PARKING

FUNCTION	CAPACITY	AREA(sft)
PARKING FOR GUEST ROOMS	30	13800
TOTAL		13800

TOTAL AREA(without circulation)	93,216 sft
30% CIRCULATION	27,964 sft
TOTAL AREA FOR RESORT	121,180 sft

## **CHAPTER 06 : DESIGN DEVELOPMENT PHASE AND FINAL DESIGN**

### **6.1 Initial Ideas**

The design was initiated parallelly with site analysis and program analysis. In order to find a way of generating a sustainable hospitality business that benefits both the Bangladesh Border Guard Welfare Trust as well as the community around the site, the tourism destination attractiveness of the chosen site was analysed. The fundamental tourism core assets that tourism destinations possess are what is known as destination attractions. The accumulation of these aspects is through what tourists enjoy their vacations. These include all forms of natural and man-made resources, culture, heritage, customs, history, cuisine, music, architectural features, traditional artwork and handicrafts. Upon comparing these attributes to analyse the destination attractiveness of Laboni beach, the need for an entertainment hub for social interactions of tourists have arisen. Therefore the additional proposed program for the site along with the four star beach resort is an entertainment hub. This hub will contain cinema hall, outdoor and indoor exhibition space, food court, indoor games arcade, outdoor play area, lounge, observatory deck, mini water park, observatory deck and theme restaurants.

<u>DESTINATION ATTRACTIVENESS OF LABONI BEACH</u>	
CULTURE	✗
HERITAGE	✗
CUISINE	✓
HISTORY	✗
MUSIC	✗
ARCHITECTURAL FEATURES	✗
TRADITIONAL ARTWORK	✗
HANDICRAFTS	✗
TRANSPORT NETWORKS	✓
NATURAL ENVIRONMENT	✓
AMENITIES	✓
RECREATIONAL ACTIVITIES	✗
SOCIAL OPPORTUNITIES	✗

Figure 52 : Destination Attractiveness of Laboni Beach

Source: Author, 2019



## 6.2 Initial Ideas in Sketches



Figure 53 : Conceptual Sketch of cultural events and activities

Source: Author, 2019



Figure 54 : Conceptual sketch of courtyard activities

Source: Author, 2019

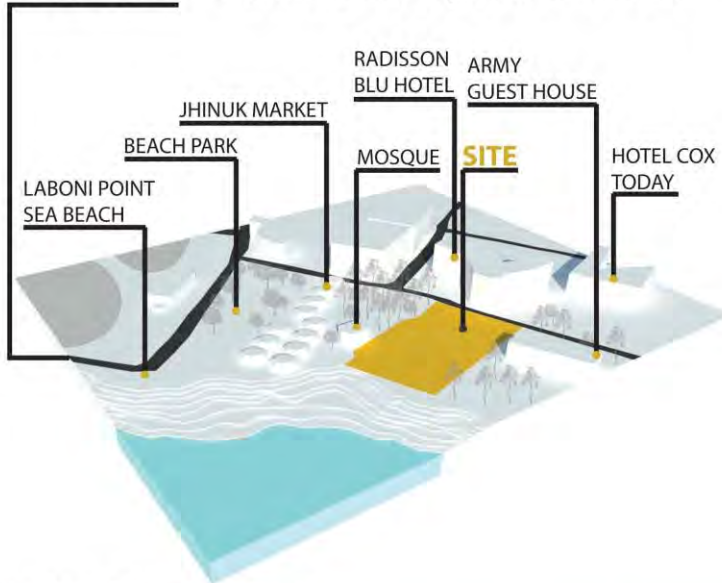
The initial sketches were exercises in an attempt to provide a platform that merges our local customs and activities and exhibit it to visiting tourists.

Another approach taken initially was to take advantage of all available

spaces and make it accessible by all therefore increasing visitor's scope of experiencing our culture, history, art and music.

### 6.3 Design Developments

LOCATION : LABONI BEACH, COX'S BAZAR



VERTICAL ZONING

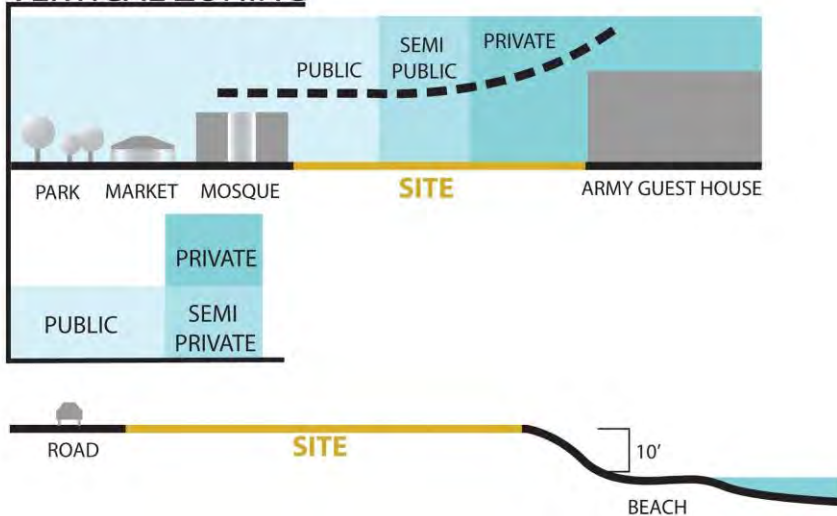


Figure 55 : Site surrounding of the site

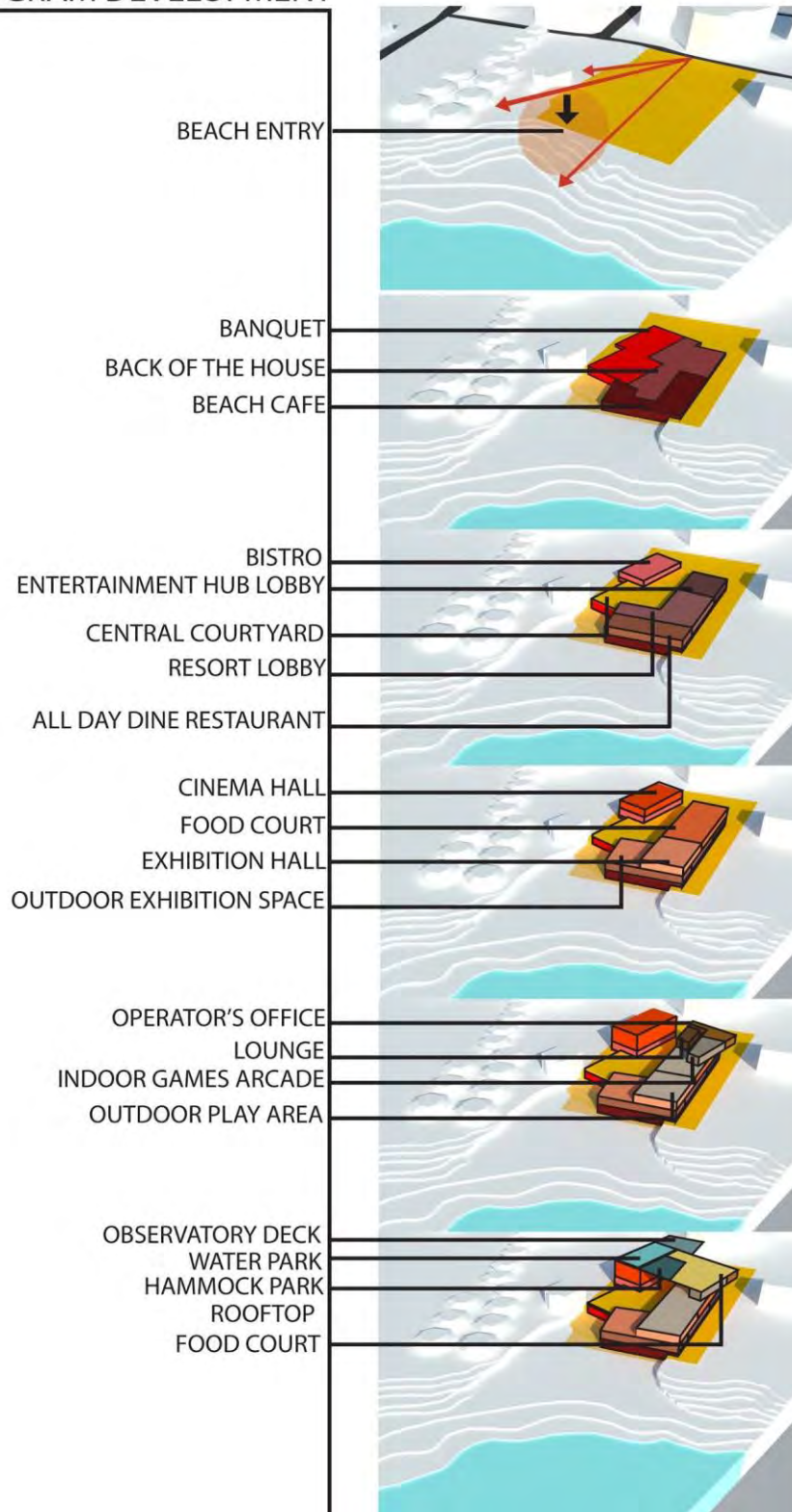
Figure 56 : Derivation of Vertical Zoning

Source: Author, 2019



## 6.4 Program Developments

### PROGRAM DEVELOPMENT



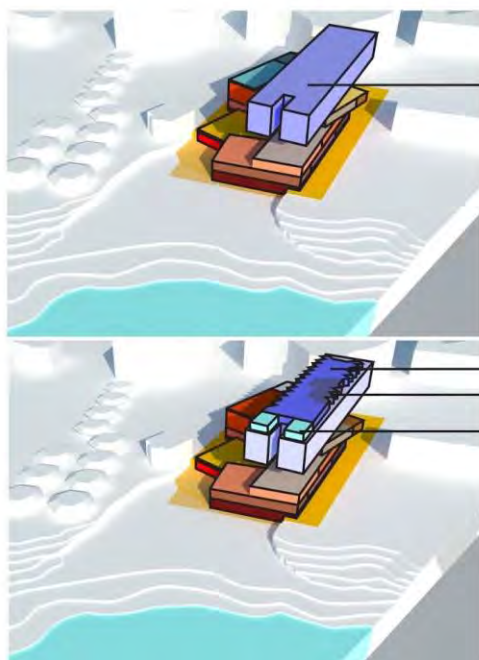
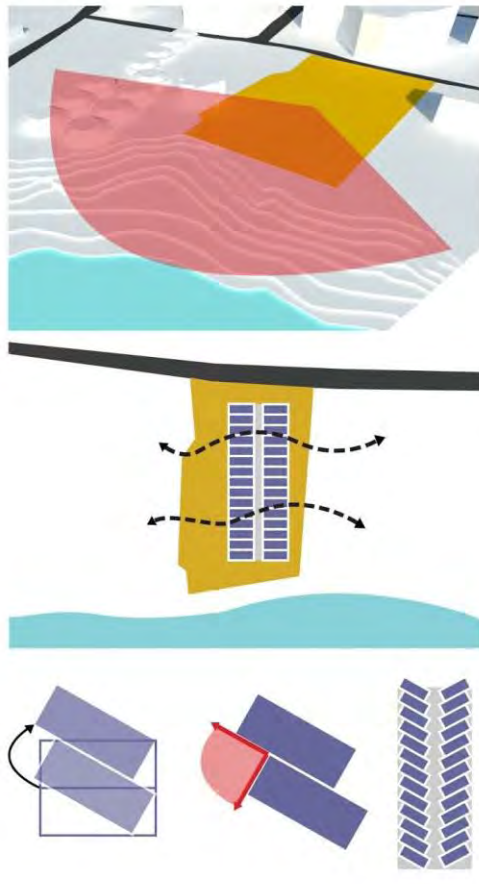


## RESORT ROOM ALIGNMENT

THE SITE COMPRISES OF UNOBSTRUCTED **VIEWS** TO THE SEA MAINLY ON THE **SOUTH-WEST** TO THE **NORTH-WEST** OF THE SITE.

THE RESORT BLOCK IS ALIGNED IN THE EAST-WEST DIRECTION TO ALLOW NORTH-SOUTH VENTILATION.

THE ROOMS ARE ROTATED TO A SUITABLE ANGLE TO ALLOW GREATER VIEWS.



RESORT BLOCK

SPA  
GYM  
SWIMMING POOL



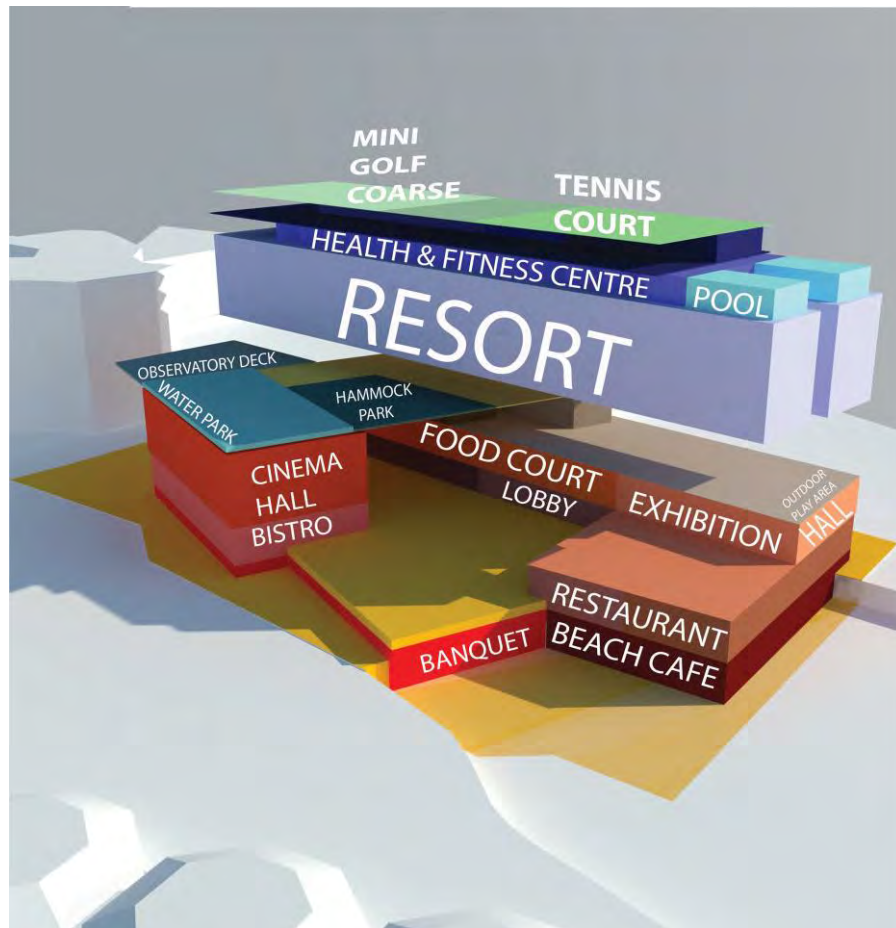


Figure 57 : Programmatic Diagram

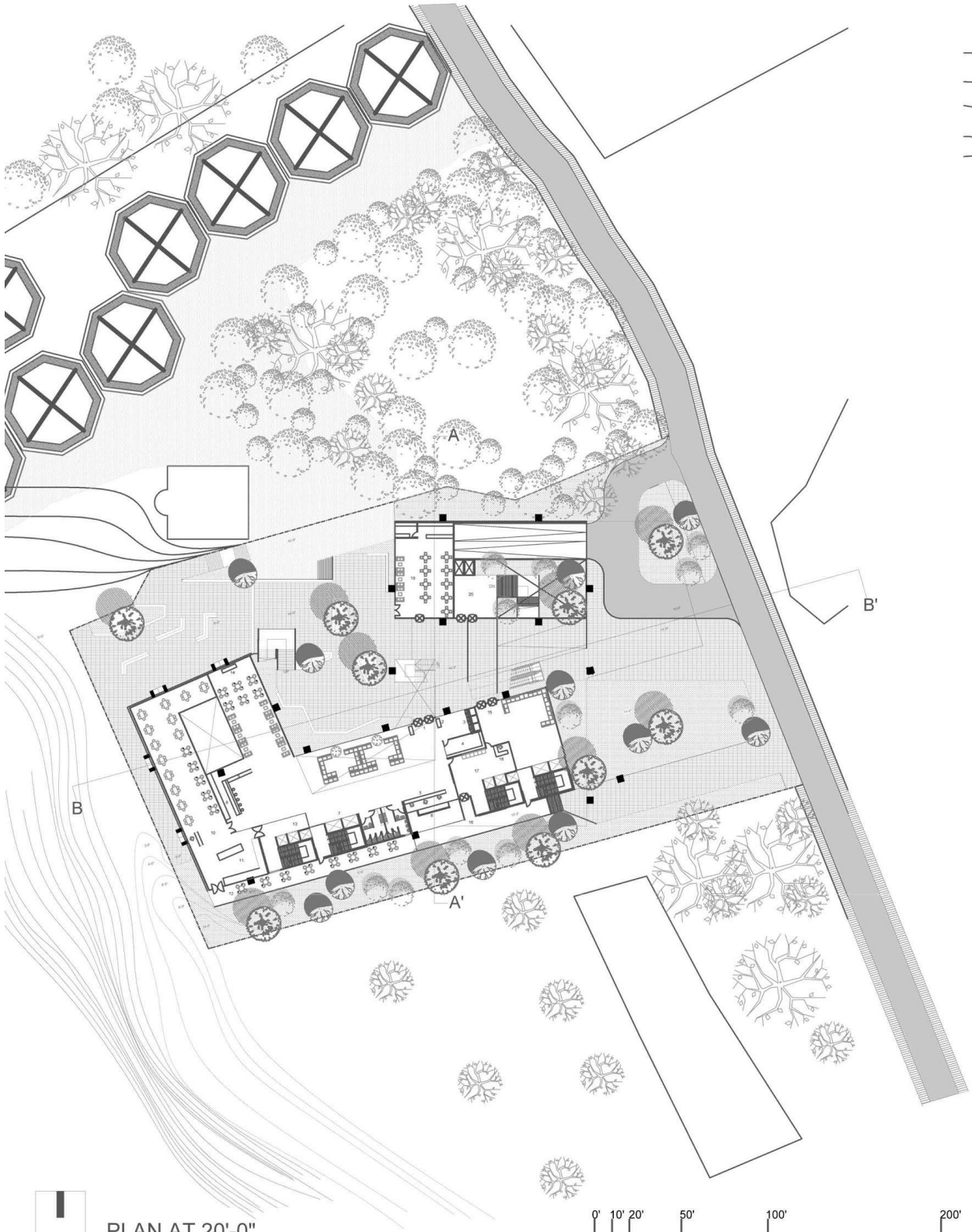
Source: Author, 2019

All the programs have been organised around a common courtyard at the centre of the site that connects by a stairway down to the secondary courtyard at the beach level that increases the accessibility of the beach crowd. The organization of the masses encourage pedestrians to enter the main building space rather than having to circle around the building and adjacent sites to access the beach therefore creating a better sociable environment within the site. Through the proposed articulation of the program and its masses, the spaces are created to accommodate big festivals, concerts, exhibitions and so on.

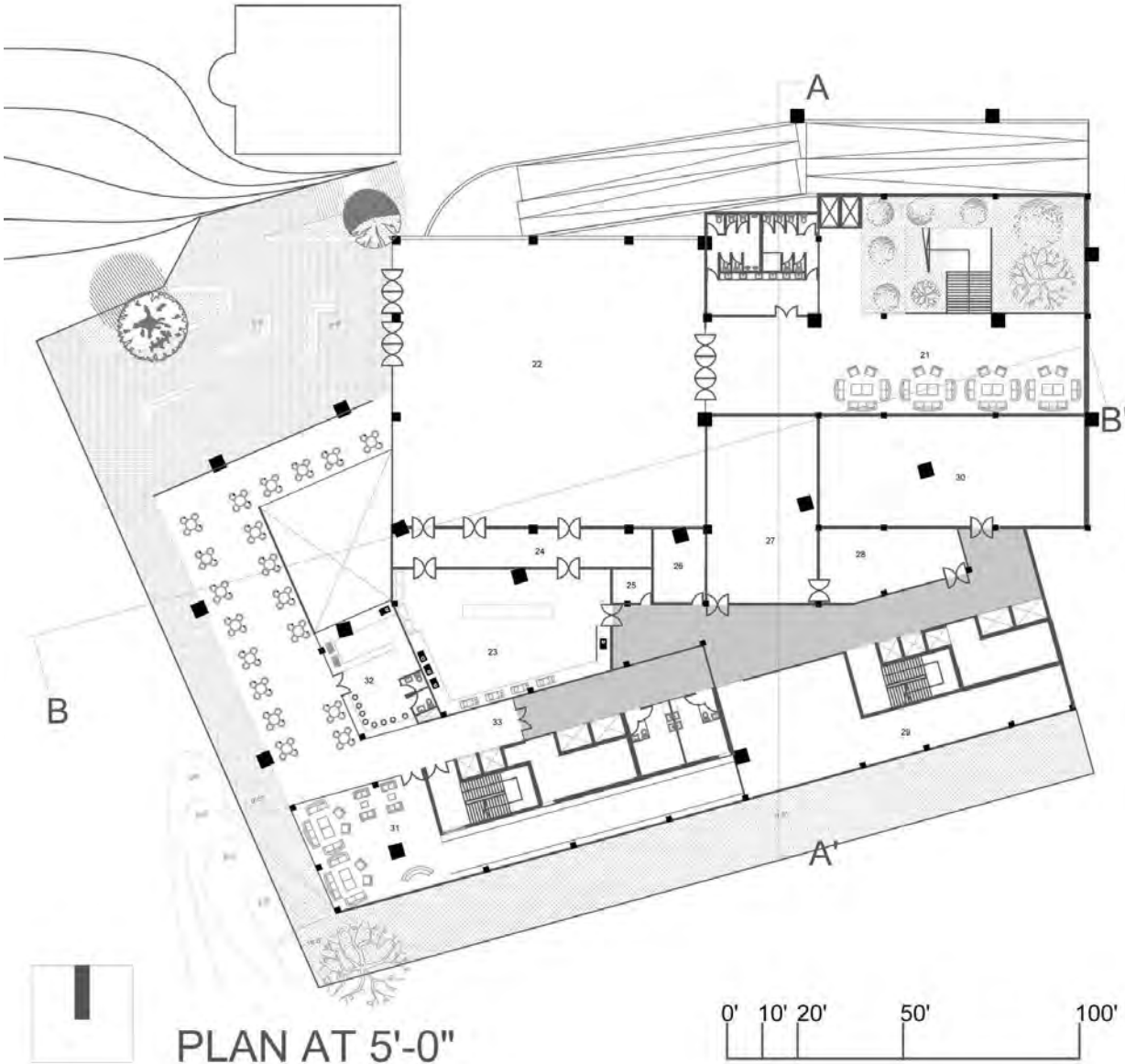
## 6.5 Final Design



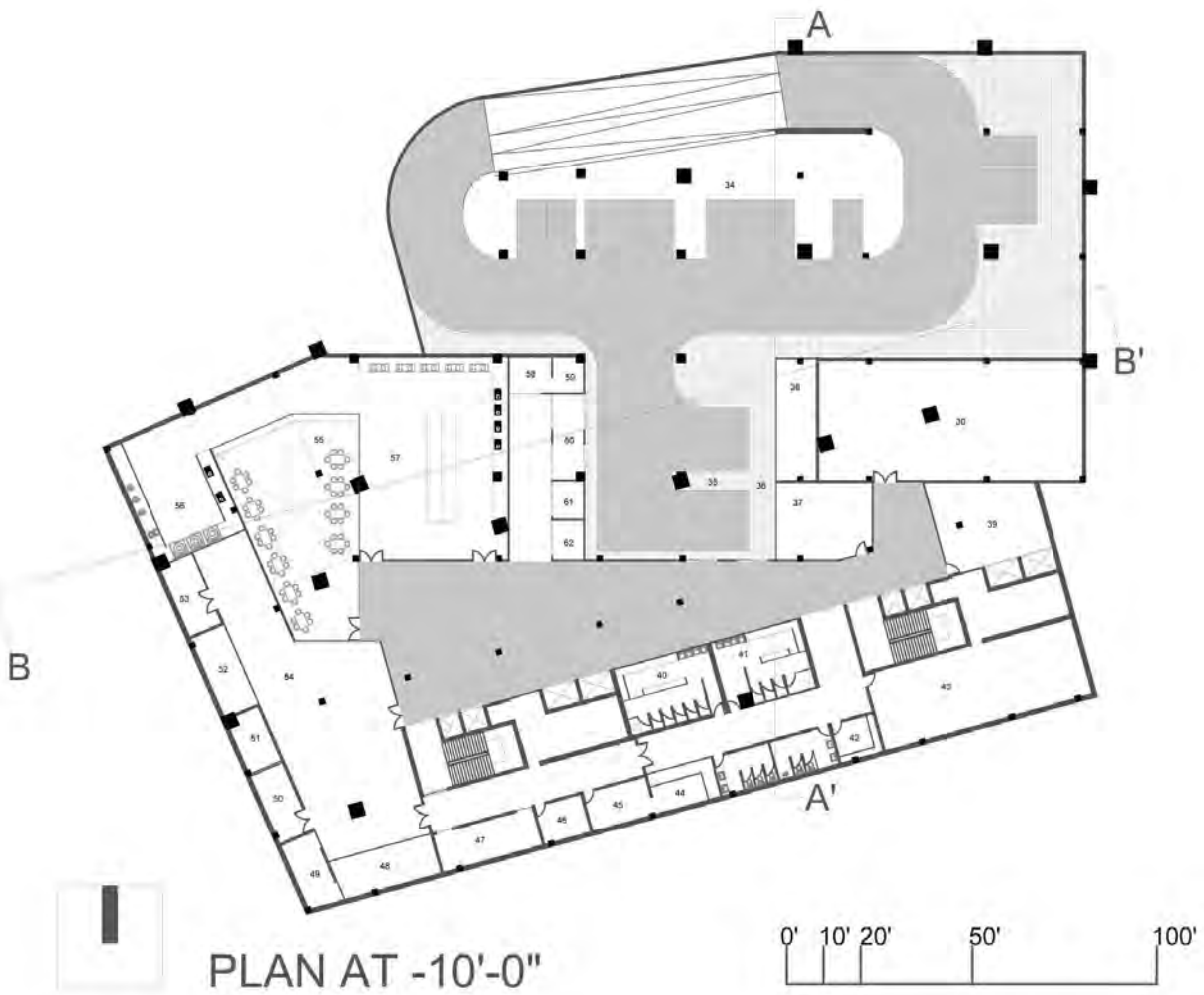
Site Plan



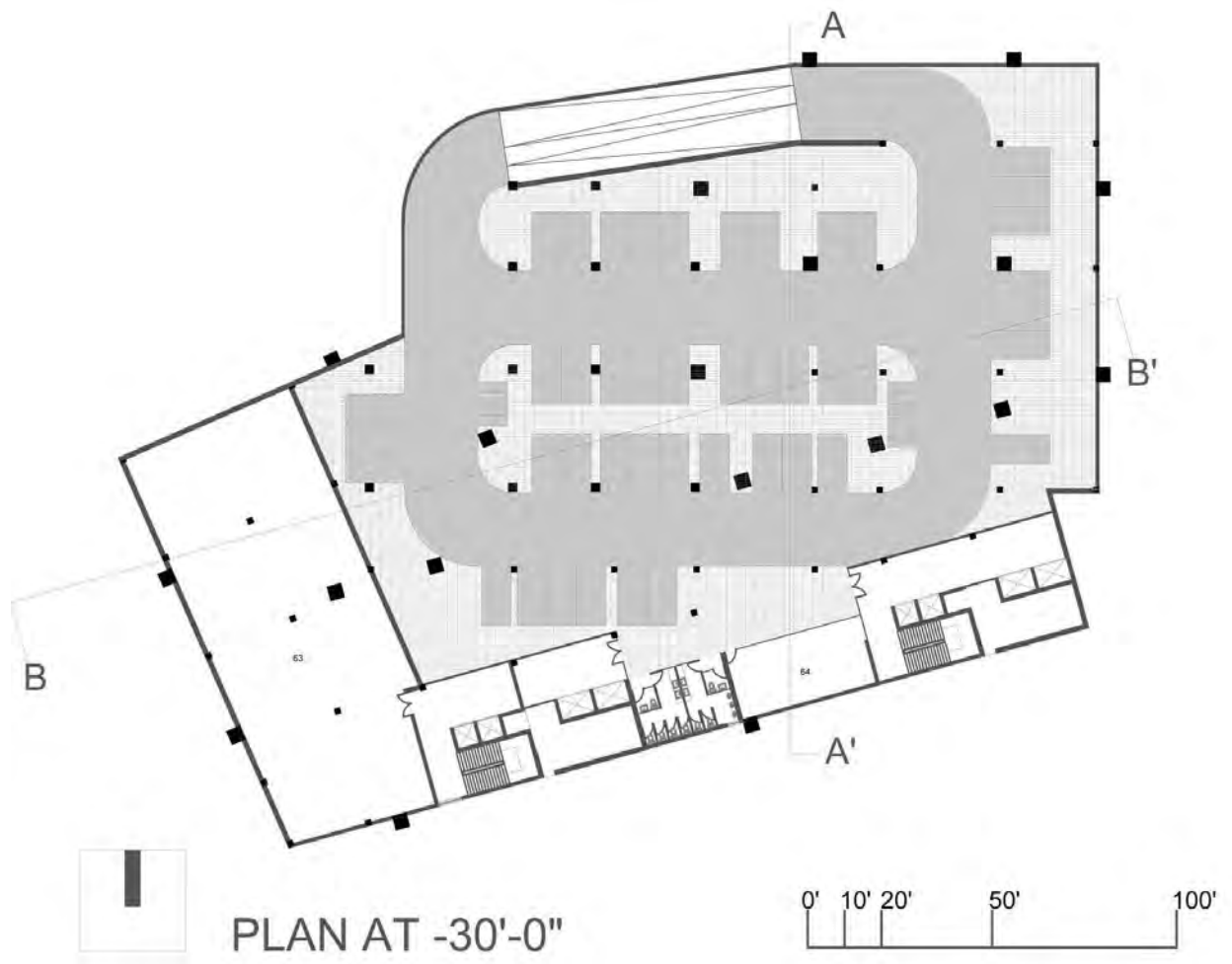
PLAN AT 20'-0"

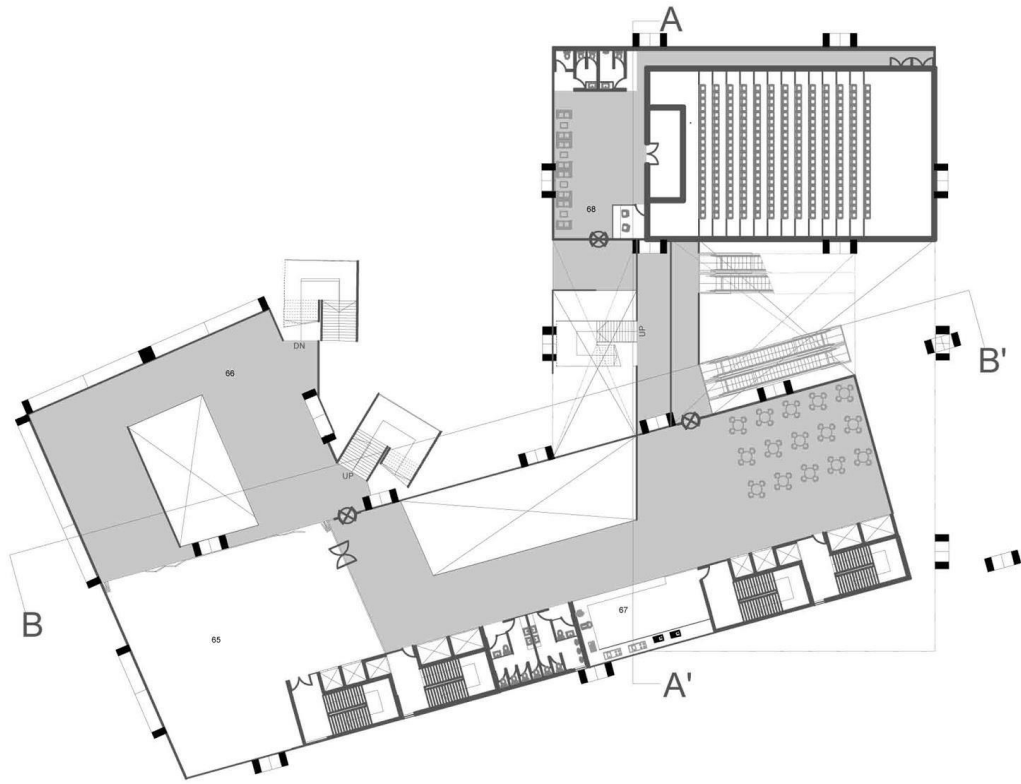


PLAN AT 5'-0"

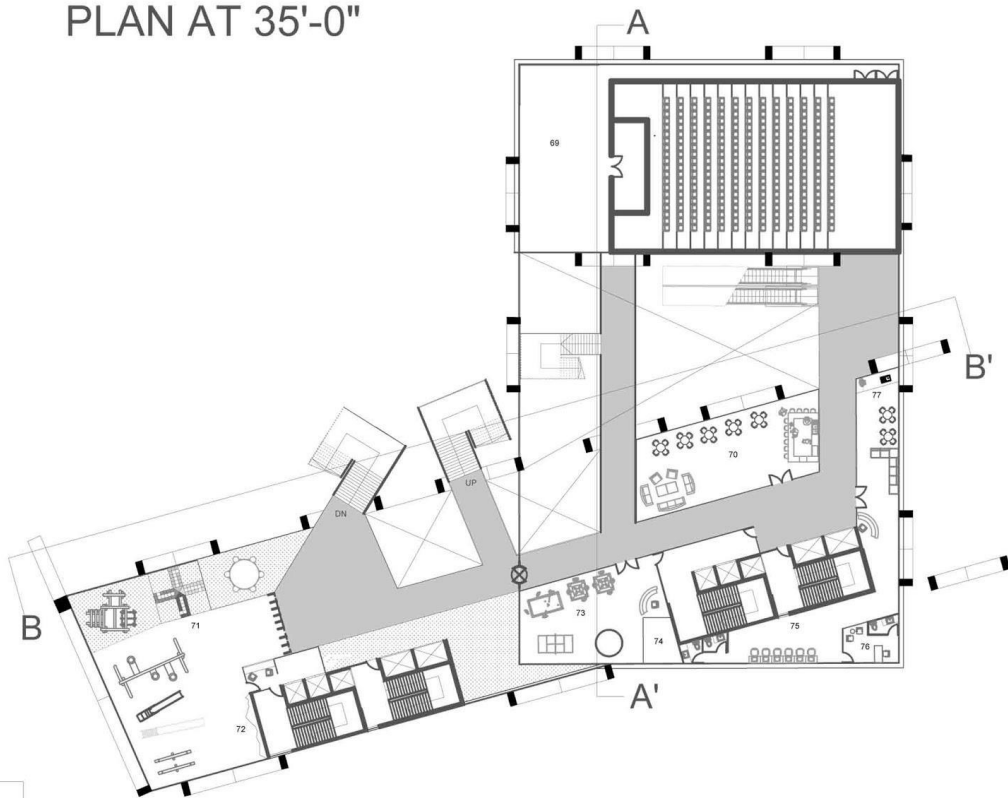






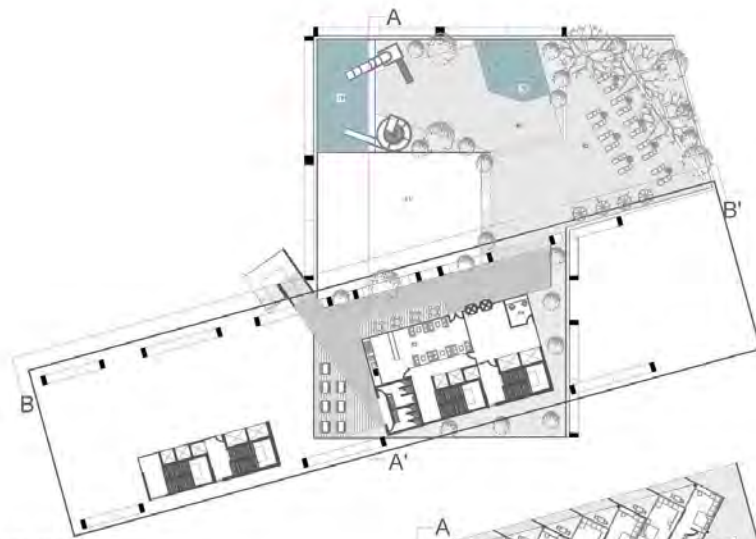


PLAN AT 35'-0"

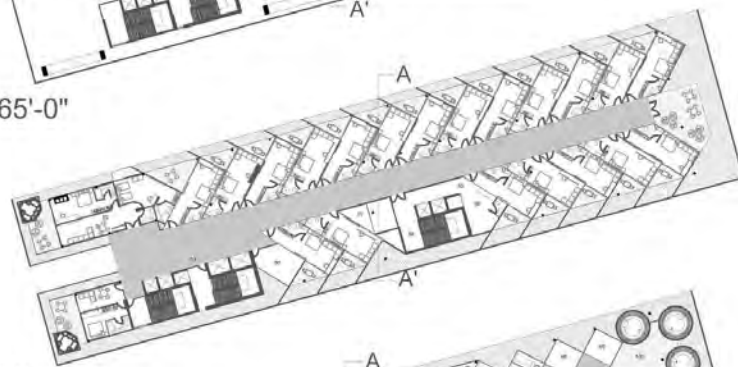


PLAN AT 50'-0"

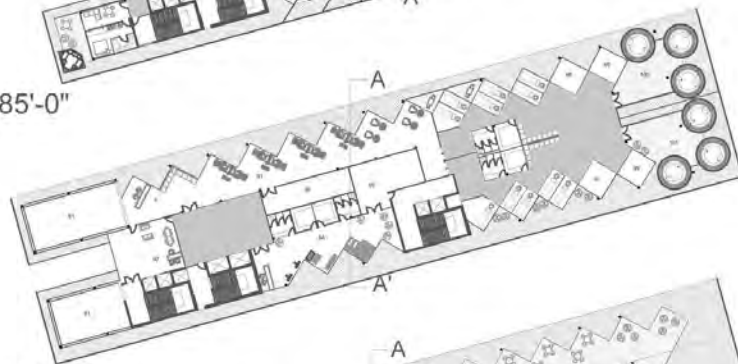




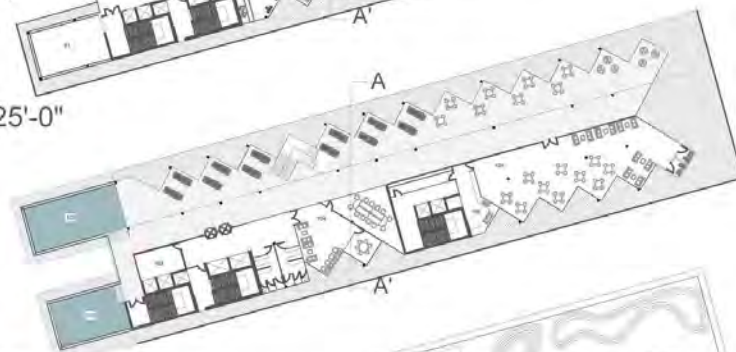
PLAN AT 65'-0"



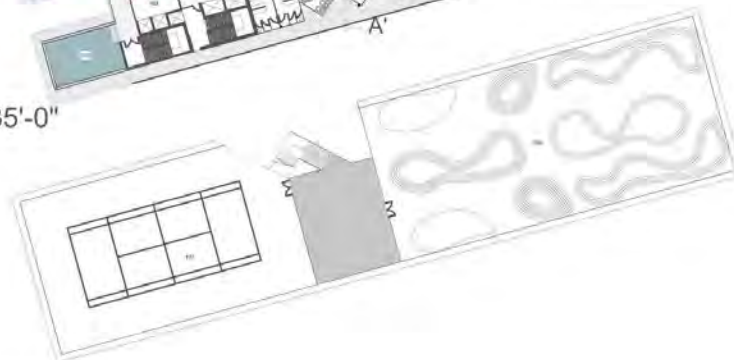
PLAN AT 85'-0"



PLAN AT 125'-0"



PLAN AT 135'-0"

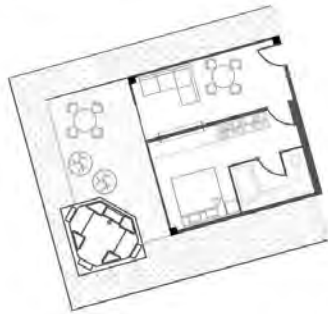


PLAN AT 150'-0"



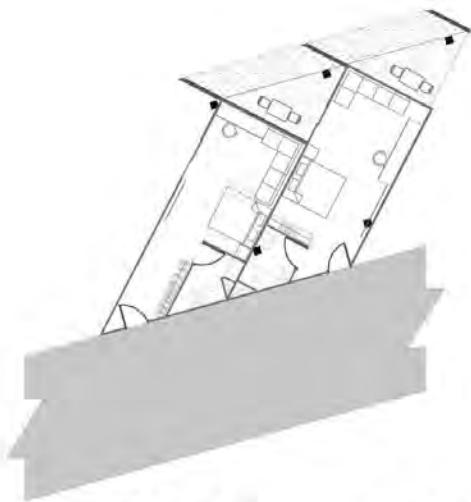
## BLOW UP OF EXECUTIVE SUITE

AREA : 6000 sq ft



## BLOW UP OF JUNIOR SUITE

AREA : 3000 sq ft

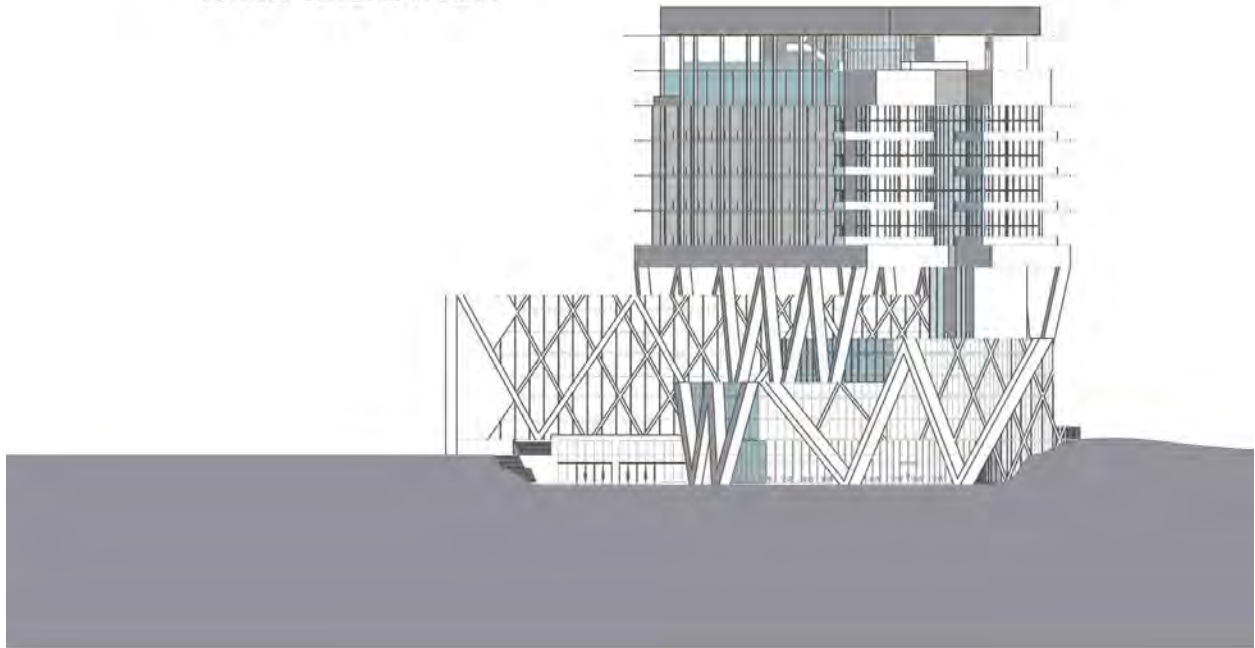


## BLOW UP OF RESORT ROOM

AREA : 2200 sq ft



WEST ELEVATION



SECTION AA'





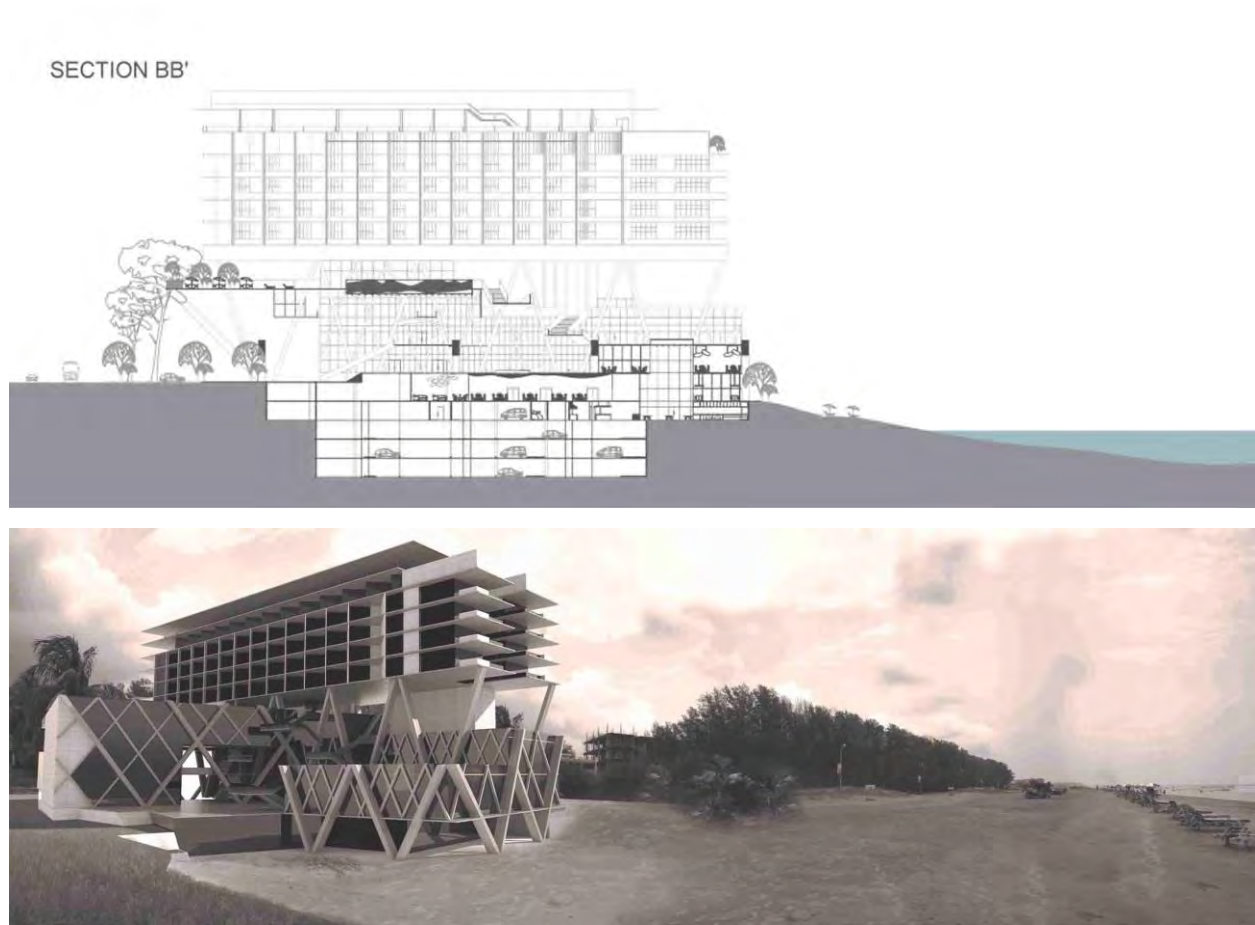


Figure 58 : Beachfront perspective

Source: Author, 2019

The banquet hall, a beach cafe and souvenir shop are situated adjacent to the beach to allow maximum access to the pedestrians on the beach. This helps bring in the beach crowd into the site.



Figure 59 : Central Courtyard during exhibitions

Source: Author, 2019



Figure 60 : View from the mini water park

Source: Author, 2019





Figure 61 : Model

Source: Author, 2019



Figure 62 : Model

Source: Author, 2019

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