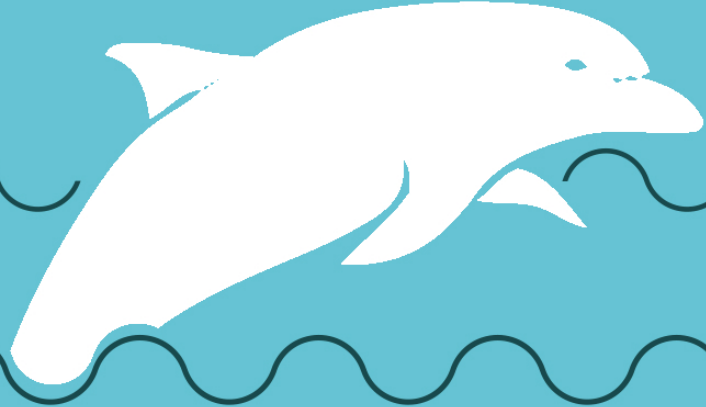



# PROMPTING PUBLIC AWARENESS ABOUT MARINE LIFE OF BANGLADESH




## What Are The Problems?


Source :Department of Environment (DoE), 2015




Tourism driven Pollution



Water Pollution




Over-exploitation




Poison Fishing

## Endangered Marine Species


Source: IUCN Bangladesh, 2010




Finless Porpoise




Ganges Shark



Hawksbill Turtle



Ganges River Dolphin



Horseshoe Crab

## Ocean Awareness Data

Source: U. S. Commission on Ocean Policy.

75%

People believe that forests are the major source of oxygen rather than oceans

40%

People do not realize that more plants and animals live in the oceans than on the land.

60%

People are unaware of the essential roles of oceans

## Visitor's Impact Data

Source: Falk, et al., 2007

42%

Played an important in conservation education and animal care

54%

Reconsidered themselves as part of the problems & part of the solution


57%

Strengthened their connection to nature & improved quality of life


61%

Reinforced their values and attitudes towards conservation


### Why The Site Was Chosen?




Bangladesh




Cox's bazar




Inani Beach



Dead coral bed



Inani beach view

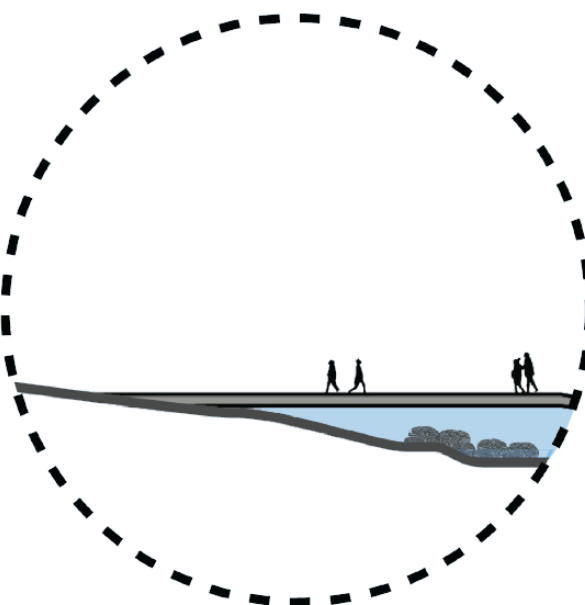


Green backdrop

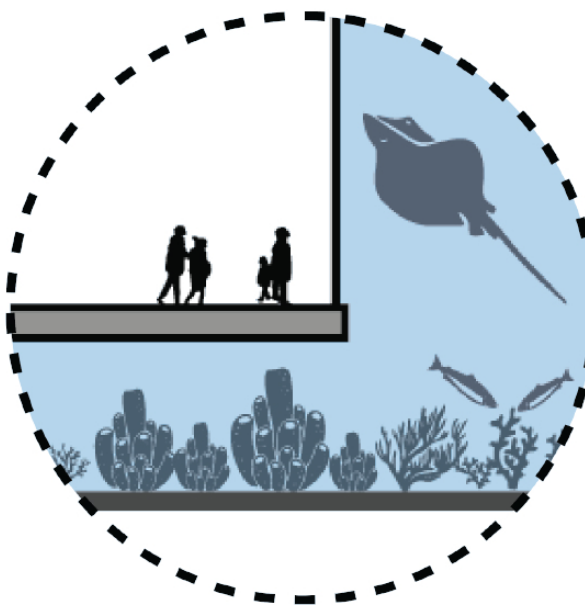
### Design Matrix

Design Issues	Objectives	Methods	Indicators	Variables
Lack of Public Awareness about Marine Life.	Creating public awareness about marine biodiversity of Bangladesh	Physical Survey, Questionnaire Survey And Interviews	To be able to reach and touch the water.	-Views and Vistas -Various Water sports i.e.Boat riding, scuba diving etc.
	interactive exploration of marine life	Precedents study	To provide an entrance which will draw visitors into a facility where one might begin to think he is actually going underwater.	Floating docks sloping into the water
Lack of attractive features makes the site a dead spot, unable to draw people in	Experiencing the marine life in its natural habitat.		Create an Opportunity to learn & find a love for the ocean	Experiencing the underwater World
	Promoting sustainable Marine Tourism In Bangladesh	Literature reviews and Precedents study To identify attributes befitting marine environment and to use those as a checklist for design	Walkability	Multi-level circulation and walkable areas -Pedestrian trails -Floating platforms -Floating deck
	bring new life to the water-front areas Prompting Marine Spatial Planning (MSP) In Bangladesh		Vibrancy providing a point of interest Economic Benefits	Underwater Tunnel Underwater Observatory Job Opportunities

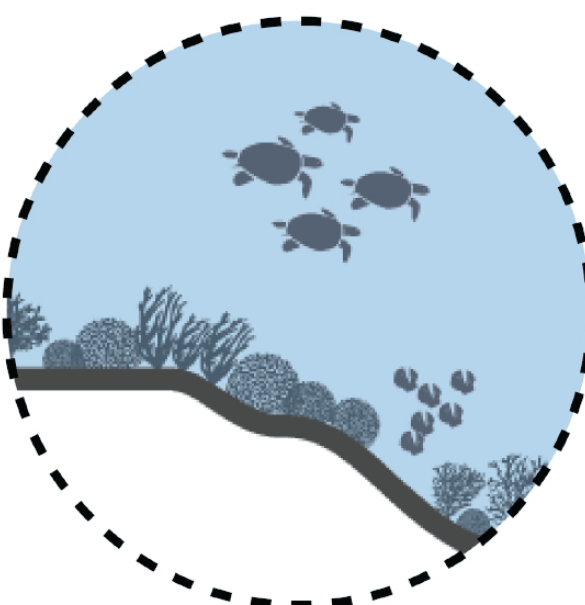
### What Can Be The Solution ?



Floating Deck  
To reduce ecological footprint



Underwater Observatory  
To experience the marine life in its natural habitat.



Artificial Reef  
To restore the natural habitat and coral reef

### Waterfront Design Principles

DESIGN PRINCIPLES

- Protect features and functions of Natural Ocean.
- Buffer sensitive natural areas.
- Balance recreational and public access


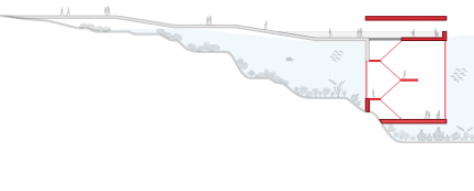
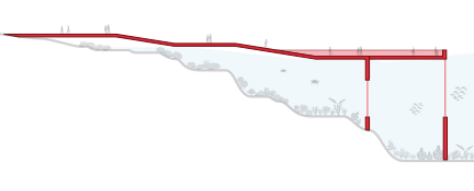

GENERAL PRINCIPLES

- Mutually beneficial ecological and economic development.
- Protect and restore the site surroundings.
- Regenerate the waterfront as a tourist realm.

PLANNING PRINCIPLES

- Demonstrating unique relationship of the city and the sea .
- Provide public access, connections, and recreational opportunities.

### Attributions



### Feasibility Analysis

	RECREATIONAL	EDUCATIONAL	ENVIRONMENTAL	SOCIAL	ECONOMIC
Floating Deck	bring new life to the waterfront areas	To observe the nature in its natural context	To reduce ecological footprint a floating deck provided	A platform to enable the visitors to reach and touch water	Tourist revenue
Underwater Observatory	Promoting Marine Tourism	Realizing how human habits, pollution and waste materials thrown into the sea affect the marine creatures.	To create underwater environment the Observatory is designed below the water surface level	Visitors involvement in marine tourism	Generating domestic & international revenue from Marine tourism
Artificial Reef	Water Sports like scuba diving, snorkeling etc.	Learning the importance of the conservation of marine environment	Restoring the natural habitat along with enhancing the existing fish stock	Increasing sustainable management and protection of marine and coastal ecosystems.	Local employment opportunities

PROMPTING PUBLIC AWARENESS ABOUT MARINE LIFE OF BANGLADESH  
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After the new demarcation of the area of the Bay of Bengal, Bangladesh now possesses enormous marine resources which is vital for the livelihood of her coastal communities and the national economy. But due to inadequate technological advancement and financial support, the country lacks in the sustainable protection or utilization of its marine resources. This paper attempts to create public awareness through an interactive exploration of marine life while promoting sustainable marine tourism and investigates how the surveys and interviews have helped to establish an understanding of people's perceptions concerning marine biodiversity and its current state. For the proposed study, Cox's Bazar is selected as a potential site for marine tourism as well as to demonstrate development strategy in the waterfront, since it is one of the prime tourist locations of Bangladesh and a number of Waterfront developments are suggested for interactive exploration of marine life. It will give the public an insight regarding how human habits, pollution and waste materials thrown into the sea affect the marine creatures. This paper will also suggest how human beings can live in harmony with nature by adopting to sustainable ways.

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