

## World Tourism Day celebrated splendidly with steps towards peace

- A Monitor Report

Date: 01 October, 2024



Dhaka : World Tourism Day was celebrated countrywide on September 27, 2024, splendidly, like the rest of the world. Several special initiatives took place throughout the entire day by the country's tourism stakeholders to celebrate the occasion.

UN Tourism's theme for this year was "Tourism and Peace", which was translated in Bengali as "Tourism: step towards peace".

To celebrate the occasion, a rally was out in the morning from Parjatan Bhaban of Bangladesh Parjatan Corporation in the capital.

Representatives of the Ministry of Civil Aviation and Tourism, Bangladesh Tourism Board, Bangladesh Parjatan Corporation, National Hotel and Tourism Training Institute, Civil Aviation Authority of Bangladesh, Tourist Police as well as other concerned public and private

organisations participated in the rally with placards, festoons, colourful balloons and musical band performers.

Ministry of Civil Aviation and Tourism's Secretary Nasreen Jahan inaugurated the rally in the morning.

Later, a discussion session was held on the importance and significance of World Tourism Day at Parjatan Bhaban.

The keynote speaker at the event was the Senior Secretary of the Ministry of Public Administration Md Mokhles Ur Rahman.

In his speech, he said, Bangladesh's tourism industry has immense potential. Despite the possibilities, the country has not been able to take the sector to desired heights. Therefore, integrated planning is essential for the development of this industry.



UN Tourism Secretary-General Zurab Pololikashvili addressing the official celebrations of World Tourism Day 2024 in Tbilisi, Georgia, on September 27

Apart from the development of domestic tourism, special emphasis should be placed on the promotion of inbound travel, he stressed.

Furthermore, special attention should be paid to increase the quality of services in the sector.

As the chief guest of the session, Civil Aviation and Tourism Secretary Nasreen Jahan, in her speech, underscored the significant role tourism plays in economic development, poverty alleviation, job creation and improving the country's global image.

She urged private entrepreneurs to join forces with the government to make Bangladesh one of Asia's premier tourist destinations.

Presided over by Bangladesh Parjatan Corporation Chairman AKM Aftab Hossain Pramanik, the session was also addressed by Civil Aviation Authority of Bangladesh Chairman Air Vice Marshal Md Monjur Kabir Bhuiyan, Bangladesh Tourism Board CEO Abu Taher Muhammad Jaber and Deputy Inspector General of Tourist Police Md Abu Kalam Siddique, among others.

Global celebrations

On World Tourism Day 2024, UN Tourism brought together sector

leaders from every global region around a common vision and commitment to building a "peace-sensitive sector", recognising its potential to build bridges and foster understanding.

The official celebrations on September 27 in Tbilisi, Georgia, welcomed almost 500 participants from 51 different countries, including 13 Ministers of Tourism.

Reflecting on the theme of World Tourism Day 2024, "Tourism and Peace", the official celebrations featured a Ministerial Debate focusing on what this looks like in action, participated by Ministers representing Georgia, Uzbekistan, Sierra Leone and Bahrain.

Key takeaways include the important role of tourism in combatting disinformation and mistrust, and the essential need to ensure the benefits tourism delivers are enjoyed fairly and equally across societies.

The day also featured a private-sector panel which explored the private sector's potential and responsibility and to leverage its strengths and capabilities to promote peace and stability through tourism.