

Minister calls for innovative push to revive tourism sector

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Dhaka: Civil Aviation and Tourism Minister Afroza Khanam has called on officials of the Bangladesh Tourism Board to take innovative initiatives in promoting the country's tourism sector and strategically branding its tourist spots.

The minister made the remarks at a view-sharing meeting held at the Tourism Building in the capital on May 5, attended by officials and employees of the Bangladesh Tourism Corporation and Bangladesh Tourism Board.

In her address, Khanam said the government is working to upgrade the Bangladesh Tourism Corporation into a profitable organization. She acknowledged that the expected progress had not been achieved in the sector over the last 17 years and stressed the need for formulating a specific action plan to address the situation.

State Minister for Civil Aviation and Tourism M Rashiduzzaman Millat, who attended as special guest, called for effective measures to identify hotels and restaurants that have long been running at a loss and convert them into profitable institutions. He said on-site inspections would be conducted at the district level for this purpose.

The state minister also instructed officials to gradually replace the corporation's existing vehicle fleet with electric vehicles.

A presentation on the history, vision, goals, and activities of the Bangladesh Tourism Corporation and Bangladesh Tourism Board was delivered at the meeting.

Secretary of the Ministry of Civil Aviation and Tourism Fahmida Akhtar, Chairman of the Bangladesh Tourism Corporation Saima Shahin Sultana, and other senior officials of the ministry, corporation, and tourism board were also present at the event.

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