

## Sustainability takes center stage at Bangladesh Travel, Tourism, and Hospitality Awards 2025

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Dhaka: Sustainability, regulation, and responsible tourism dominated discussions at the Bangladesh Travel, Tourism, and Hospitality Awards (BTTHA) 2025, held at InterContinental Dhaka, as industry leaders and policymakers called for balanced growth in one of the country's fastest-expanding sectors.

Addressing the gala ceremony as Chief Guest, Syeda Rizwana Hasan, Adviser to the Interim Government on Environment, Forest, and Climate Affairs, warned that unregulated tourism can destroy natural destinations, citing Saint Martin's Island and Sylhet's Sada Pathor as examples. She emphasized that conservation must come before commercial interest and urged the industry to adopt clear behavioral codes for tourists.

The second edition of BTTHA recognized 35 organizations and

individuals across 29 categories for excellence, innovation and leadership in travel, tourism and hospitality. The program was organized by The Bangladesh Monitor.

A total of 27 organizations and eight individuals received awards, while the prestigious Jury's Lifetime Achievement Award was presented to Shahid Hamid, Chairman of PATA Bangladesh Chapter, for his contributions spanning more than five decades.

Speakers including Ahmed Yusuf Walid, President and CEO of Galaxy Bangladesh Group; Kazi Wahidul Alam, Editor of The Bangladesh Monitor, and Ziaul Karim, Head of Communications and External Affairs of Eastern Bank PLC; highlighted the sector's growing role in economic development, global connectivity, and cultural promotion.

The awards were supported by Galaxy Bangladesh Group as Lead Sponsor, Eastern Bank PLC as Banking Partner, InterContinental Dhaka as Hospitality Partner, and BuyTickets as Travel Partner.

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