

Bangladesh to celebrate World Tourism Day grandly on September 27

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Dhaka: Bangladesh government has planned an entire day of special events to commemorate World Tourism Day on September 27.

Nasreen Jahan, Secretary of the Ministry of Civil Aviation and Tourism, informed the details during a press conference held at the Secretariate on September 27.

"Like the rest of the world, Bangladesh too will celebrate World Tourism Day 2024 under the theme set by the United Nations World Tourism Organisation (UNWTO)—'Tourism and Peace'," said Nasreen Jahan.

The Bengali theme for the event will be "Tourism: The Path to Peace," she added.

The Secretary mentioned that messages from the President and the adviser in charge of the Ministry have already been released.

Special supplements will be published in newspapers and various articles related to the occasion have already been featured in the media.

Special programmes highlighting the significance of the day are being aired on electronic media and text messages related to the event will be sent out via cellphones.

The Ministry of Civil Aviation and Tourism, along with its affiliated departments, the Tourist Police as well as other public and private organisations have outlined a detailed plan for the event.

The celebration will begin with a colorful rally at 8:00 am on September 27 from the Tourism Building at Agargaon in the capital.

At 9:00 am, a seminar on the day's theme will be held at the "Shailaprat Hall" of the Tourism Building.

The flag carrier Biman Bangladesh Airlines has announced special discounts on tickets to commemorate the occasion.

Additionally, tourism-themed drawing and essay competitions for children will be organised in every district to spread awareness about tourism.

District-level celebrations will also take place in a festive atmosphere.

Highlighting the significance of the tourism industry, the Secretary said, "Tourism contributes approximately 3.02 per cent to Bangladesh's GDP," adding, "The National Industrial Policy 2022 recognises 12 sub-sectors of tourism, which provide employment opportunities to numerous people."

Despite various challenges, the government is working to launch new initiatives to boost the tourism sector, she further mentioned.

Efforts are underway to update tourism policies and finalise the Tourism Master Plan, which is expected to attract investments and drive visible improvements in the sector, claimed the Secretary.

She also emphasised that Bangladesh is a country full of tourism potential, with breathtaking natural beauty, rich history and diverse culture.

Attractions such as the Sundarbans, the world's largest mangrove

forest; Cox's Bazar, the longest uninterrupted beach; the unspoiled beauty of the Chittagong Hill Tracts; and the tea gardens of Sylhet make Bangladesh a unique destination, according to her.

The country's cultural heritage, archaeological sites and the hospitality of its people are key assets that can drive the tourism industry forward, informed the Secretary.

Furthermore, to foster sustainable development in the tourism sector, the government plans to celebrate "Tourism Week" and "Tourism Month" in phases, with a focus on engaging the younger generation and the wider population.

Initiatives will be taken to provide young people with training in an effort to reduce unemployment, while enabling them to contribute to the nation's progress.

The Secretary also mentioned plans to involve families of martyrs in the tourism sector, transforming their sacrifices into a symbol of national pride.

"Our purpose is to create a tourism-friendly Bangladesh that involves all its people. World Tourism Day offers us that opportunity," she concluded.

Abu Taher Md Jaber, CEO of Bangladesh Tourism Board and other high officials of the ministry were also present at the press conference.

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