

Grand celebrations countrywide on World Tourism Day

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Dhaka: World Tourism Day has been celebrated on September 27 countrywide like the rest of the world. Several special initiatives have been undertaken throughout the entire day by the country's tourism stakeholders to celebrate the occasion.

UN Tourism's theme for this year is "Tourism and Peace", which has been translated into 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.

Afterwards, a live cooking show was held at Parjatan Bhaban by representatives of NHTTI, headed by its Food and Beverage Production Chief Jaheda Begum.

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



Public Ad Senior Secretary Md Mokhles Ur Rahman, MoCAT Secretary Nasreen Jahan, BPC Chairman AKM Aftab Hossain Pramanik, CAAB Chairman Md Monjur Kabir Bhuiyan, BTB CEO Abu Taher Md Jaber and Tourist Police DIG Md Abu Kalam Siddique, among

others, seen during a discussion session held at Parjatan Bhaban on September 27

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.

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.

With the right moves, the tourism industry can play key role in the socioeconomic development of Bangladesh, according to the Senior Secretary.

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.

Meanwhile, President Mohammed Shahabuddin and Chief Advisor Professor Dr Muhammad Yunus have issued separate messages on the eve of the day while special supplements were published in national dailies.

Special discounts are available at hotels, motels and restaurants on the occasion, while Biman Bangladesh Airlines offers special discounts on air tickets to commemorate the day.

Painting and essay competitions have been arranged for children in each district to raise awareness about tourism.

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