

PATA arranges mega event to attract regional tourists

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Dhaka : In the post-COVID-19 world, cross-border tourism connections between neighboring nations are evolving. However, in that sense, there is absolutely no significance to the balanced tourism exchange between Bangladesh and its closest neighbors. The rate of tourists to Bangladesh is extremely insignificant when compared to the number of people that visit from Bangladesh to India or Nepal.

In the context of such reality, the first-ever business-to-business (B2B) exchange meeting and familiarization trip event, titled CROSS-BORDER TOURISM WITH NEIGHBOURS – PROMOTING BANGLADESH TOURISM, has been started in Bangladesh to introduce tourism-related attractions of Bangladesh to tourists from neighboring countries.

Around Thirty tourism entrepreneurs from India and Nepal are taking part in this event, which is being organized by the Pacific Asia Travel Association(PATA)

Bangladesh Chapter. The delegates will attend two face-to-face B2B exchange sessions during this five-day program in Cox's Bazar and Dhaka, as well as travel to popular tourist destinations.

PATA Nepal Chapter and the Himalayan Hospitality & Tourism Development Network (HHTDN) of India are working on this event collaborating with the PATA Bangladesh Chapter.

On August 26, the inauguration program of the event took place at the Dhaka Regency Hotel and Resort in Nikunja, Dhaka.

The chief guest was Mr. Mahbub Ali, State Minister of Civil Aviation and Tourism, and the guest of honor was Mr. Mokammel Hossain, Secretary of the same ministry.

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Mr. Shahid Hamid FIH, Chairman of the PATA Bangladesh Chapter, made the opening remarks. A traditional dance was performed by PATA Dhaka University Student Chapter members to showcase Bangladeshi culture. The special tourism-related documentary "Beautiful Bangladesh - A Land of Love" was screened.

Mr. Abdul Mannan, a former State Minister and former Chairman of the PATA Bangladesh Chapter (posthumously), Mr. Abdul Mueed Chowdhury, a former Secretary and former Adviser to the Caretaker Government, and Mr. Shahabuddin Ahmad, an Adviser for the PATA Bangladesh Chapter, were all given lifetime awards for their exceptional contributions to the tourism sector.

Mr. Abu Tahir Muhammad Zaber, CEO of Bangladesh Tourism Board; Mr. Md Abu Kalam Siddique, Director General, Tourist Police Bangladesh; Mr. Chandan Kumar Dey, Director General, Department of Archaeology; Mr. Rahat Anwar, Chairman, Bangladesh Parjatan Corporation; Mr. Bibhuti Chand Thakur, Chairman, PATA Nepal Chapter; Mr. Samrat Sanyal, General Secretary, HHTDN; Mr. Mofizur Rahman, Managing Director, Novo Air; Mr. Kamrul Islam, General Manager, Marketing Support & Public Relations, US-Bangla Airlines; Mr. Ashwani Nayar, General Manager, Intercontinental Dhaka; Mr. Jalaluddin Tipu, Managing Director, Neeshorgo Hotel And Resort Ltd; Mr. Chevan Gooneratne, General Manager, Best Western Plus Maya; Mr. Mahmud Hasan, Director Of Sales And Marketing, Dhaka Regency Hotel & Resort, and others delivered their speeches.

Mr. Taufiq Rahman, Secretary General of the PATA Bangladesh Chapter, steered the program, which was attended by leaders and stakeholders in the tourism sector of Bangladesh, famous journalists, and others.

The event, the organizers say, is a cooperative and educational conference with an emphasis on enhancing B2B tourism between nations that share a land border. The program aims to bring together public and private sector stakeholders to explore the potential for tourism in a few destinations and to share knowledge for marketing promotion and management for the expansion of sustainable and responsible tourism in these closed neighboring nations.

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With the mission of Promoting Bangladesh Tourism, the PATA Bangladesh Chapter anticipates that the country's travel and tourism business entrepreneurs will be able to market their offerings to potential B2B partners and grow the number of cross-border hospitality exchanges by forging fruitful relationships with all of the industry's key players.

Not only is it the start of the neighborly collaboration, but it also presents a significant potential to bring the three nations together through tourism.

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