

## Programme highlights attractions of tourism to Nepal

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Dhaka: Speakers at a programme on Friday (July 5) night laid emphasis on deeper engagement between Bangladesh and Nepal exploring opportunities in the tourism sector, saying sea and mountains can be promoted together.

The Nepalese Embassy, Nepal Tourism Board, and Hotel Association Nepal jointly organised Nepal Tourism Promotion Programme under the theme “Next Door Nepal: Your Ultimate Travel Destination.”

During the event, B2B and networking sessions among hotel, travel, and tour entrepreneurs from Nepal and Bangladesh were held.

Speaking on the occasion, Nepalese Ambassador Ghanshyam Bhandari said the excellent neighbourly relations between the two countries were further consolidated by tourism and people-to-people linkages.

Highlighting tourism as a priority sector of the Government of Nepal, he

expressed hope that the B2B contacts between travel and tour entrepreneurs would be instrumental in bringing the two peoples and countries together.

Laxman Gautam, head of marketing and promotion department of Nepal Tourism Board, made a presentation highlighting Nepal's major touristic products.

He also underlined that Bangladesh remains one of the major tourist source markets for Nepal and urged the participating travel agents and tour operators to encourage Bangladeshi friends to visit Nepal.

Gautam said Nepal never sleeps with its wonderful nightlife.

He said there are many festivals and celebrations and one can participate in these festivals.

"We have deep respect for Islam. There is no problem with food. One can taste anything. We have a very harmonised society. It is a capital of adventure. A paradise for mountaineers. We are proud of inclusive tourism," said Gautam.

He said Nepal offers all types of luxury with world-class hotels. "We are the home of hospitality."

Binayak Shah, president of the Hotel Association Nepal (HAN), stressed the vibrant and welcoming spirit of Nepal and appreciated the role played by B2B engagements in promoting tourism exchanges between the two countries.

Chief Executive Officer of HAN Tek Bahadur Mahat made a presentation on the profile of hotels participating at the event.

Deputy Director of Bangladesh Tourism Board Mohammed Saiful Hassan emphasised the need for enhanced connectivity to enrich people-to-people contacts.

On the occasion, Bangladeshi Mount Everest summiteers Nishat Mazumder and Babar Ali were felicitated.

They also shared their experiences of their successful Everest expeditions.

Hotel Association Nepal signed five separate Memoranda of

Understanding with Bangladesh International Hotel Association (BIHA), Tour Operators Association of Bangladesh (TOAB), Association of Travel Agents of Bangladesh (ATAB), Bangladesh Outbound Tour Operators Association (BOTOA), Tourism and Hospitality Industry Skills Council (T&HISC) and Asian Tourism Fair.

Nepali folk cultural performances were also showcased during the event.

The visiting delegation from Nepal comprised 21 members, including officials from Nepal Tourism Board, Hotel Association Nepal, and representatives of 13 different hotels.

The programme was attended by over 150 participants, including government officials, representatives of travel agencies, tour operators, hotels and airlines, and other hospitality, travel, and tourism-related organisations of Bangladesh.

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