

## **BTTHA 2025: Celebrating excellence, inspiring progress in Bangladesh's travel, tourism, and hospitality sector**

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Dhaka : The travel, tourism, and hospitality sector of Bangladesh stands today at a defining crossroads. Endowed with rich natural beauty, a vibrant cultural heritage, and a rapidly expanding service ecosystem, the sector holds immense potential to contribute meaningfully to national economic growth, employment generation, and global branding of the country. Yet, for decades, one crucial catalyst for excellence remained conspicuously absent - a structured, credible, and nationally recognized platform to acknowledge and celebrate outstanding performance.

It was against this backdrop that The Bangladesh Monitor, the travel and tourism publication, instituted the Bangladesh Travel, Tourism, and Hospitality Awards (BTTHA) for the first time in 2024.

The initiative was both timely and visionary, aimed at filling a long-felt vacuum in the sector by formally recognizing excellence, innovation, leadership, and sustained contribution across the industry's diverse segments.

Globally, recognition through awards is a powerful instrument for industry development. In most tourism-driven countries, multiple award programs exist to honour stellar performers - often spearheaded or endorsed by National Tourism Organizations and government authorities.

Such recognitions not only motivate stakeholders to raise standards but also help benchmark best practices, foster healthy competition, and enhance international credibility.

Unfortunately, in Bangladesh, no comparable government-led or institutional recognition initiative has been visible so far.

As a result, many deserving individuals and organizations have continued to contribute quietly, without the acknowledgment that could inspire further growth and excellence.

The absence of formal recognition has, in many ways, constrained the sector from realizing its full potential.

Excellence, when not acknowledged, often goes unnoticed; innovation, when not celebrated, struggles to gain momentum.

Recognizing this critical gap, The Bangladesh Monitor stepped forward to assume a role that transcends journalism - that of a sectoral custodian and catalyst.

The overwhelming response and wide acclamation received by the inaugural BTTHA in 2024 affirmed the relevance and necessity of this initiative.

Industry stakeholders, policymakers, professionals, and observers alike embraced the Awards as a long-overdue platform that finally gave due visibility to the sector's achievers.



Members of the Jury seen with the chief guest Rizwana Hasan, Ahmed Yusuf Walid, and Kazi Wahidul Alam, among others, during BTTHA 2025 gala ceremony held at InterContinental Dhaka on January 29

The transparent evaluation process, the distinguished Jury Board, and the emphasis on merit, integrity, and impact further strengthened confidence in the Award's credibility.

Building on that strong foundation, BTTHA 2025 emerges not merely as an award ceremony, but as a growing institution - one that is increasingly regarded as the national recognition of excellence in Bangladesh's travel, tourism, and hospitality sector.

The awards celebrate not only commercial success, but also service quality, consumer trust, sustainability, innovation, and long-term contribution to the industry's development.

More importantly, BTTHA has begun to play a larger role in shaping

industry aspirations.

It sends a clear message that excellence matters, ethical practices matter and sustained commitment to quality will be acknowledged.

In doing so, it aligns the sector with global standards while nurturing homegrown success stories.

As Bangladesh looks toward positioning itself more prominently on the global tourism map, initiatives like BTTHA become indispensable.

Until such time that formal recognition frameworks are adopted at the government or national tourism authority level, the role played by The Bangladesh Monitor through BTTHA stands as both pioneering and patriotic.

BTTHA-2025 is, therefore, more than a celebration of achievement - it is a reaffirmation of belief in the sector's vast potential, a tribute to its unsung champions, and a call to collectively strive for a more vibrant, competitive, and globally respected travel, tourism, and hospitality industry in Bangladesh.