

TOAB holds day-long workshop on effective tech use in tourism

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Dhaka: Tour Operators Association of Bangladesh (TOAB) organised a day-long workshop on "Effective use of IT, Communication Tools and Social Media in Tourism Business" on February 6 at BADC Auditorium Hall in the capital with the aim of encouraging TOAB members to use communication tools and social media in their businesses.

Mustafa Jabbar, Minister of Posts, Telecommunications and Information Technology attended the workshop as the Chief Guest while Ram Chandra Das, Chairman of Bangladesh Parjatan Corporation and Javed Ahmed, CEO of Bangladesh Tourism Board joined as special guests.

Information technology has been playing a vital role in the hospitality and tourism industry lately. Technology has helped enhance operational efficiency, improve services and customer experience and reduce cost in services, said Mustafa Jabbar, Minister of Posts, Telecommunications and Information Technology in his speech. By effective use of IT, both customers and businesses can benefit to a great extent. Technology has helped reduce labor costs and avoid customer service issues. Social media also plays a great role in marketing and promoting tourism products and destinations with a minimal cost, added the minister.

Md Rafeuzzaman, President of TOAB was also present at the workshop as the Chairperson. Shiblul Azam Korshi, Vice President of TOAB presided over the event while Syed Sajjat Hossain Mahmud, Chairman of Steering Committee for Research, TOAB coordinated the workshop.

Other TOAB members were also present on the occasion. And the special guests distributed certificates at the end of the workshop to the participants.