

# World Tourism Day, 2008

## Tourism Responding to the Challenge of Climate Change

Bangladesh Parjatan Corporation, Ministry of Civil Aviation & Tourism

Special Supplement

September 27, 2008

بِسْمِ اللّٰهِ الرَّحْمٰنِ الرَّحِیْمِ



**President**

People's Republic of Bangladesh  
Dhaka

12 Ashwin 1415  
27 September 2008



### Message

I welcome the initiative of observing the "World Tourism Day" in Bangladesh as elsewhere across the world.

Bangladesh is a land of immense potential for tourism. The glorious history, culture & heritage and the innate beauty of our country are the rich components of this industry. Tourism sector, therefore, could be more flourished by presenting these attractively at home & abroad and developing country's infrastructure. Global warming and climate change are imposing negative impact on environment and bio-diversity. The archaeological sites, the main attractions of tourism industry, are not free from this impact. In this context, the theme of this year's world tourism day "Tourism Responding to the Challenge of Climate Change" seems to be well-timed. I believe ensuring environment-friendly development in tourism sector would play significant role in our national economy.

I wish the World Tourism Day a success.

Allah Hafez, Bangladesh Zindabad.

Professor Dr. Tajuddin Ahmed



**Mahbub Jamil**

Special Assistant to Chief Adviser  
Ministry of Civil Aviation & Tourism  
Government of the People's Republic of Bangladesh



### Message

Tourism, at present, is one of the fastest and ever-expanding service industries. It is considered to be the single largest industry of the present world. It contributes to huge job creation, income generation and community development. Tourism is also an effective tool for poverty reduction.

Like many other countries of the world, Bangladesh can also be a prosperous nation by proper development of tourism. For last few years, Bangladesh has created modest tourism infrastructure and facilities. We need to emphasize more on this industry to tap optimal benefit of our natural resources. We have to pay attention so that tourism is developed in the country in an even manner.

Tourism also helps people to show respect to art, culture and civilization of others. Development of different kinds of tourism across the world is new phenomena. Among which are eco-tourism, responsible tourism, green tourism, nature tourism, medical tourism etc. These kinds of tourism if can be developed properly, it can help conserving the nature and can be major contributor to the economy.

The world tourism theme this year is "Tourism Responding to the Challenge of Climate Change" which is very much relevant of the present global concern. This issue is to have addressed properly by all of us. As tourism is a labour-intensive industry, this should be developed by conserving our nature and culture. We should also protect our traditional heritages and civilization to promote this industry.

I wish a grand success to all the programs of this day organized by Bangladesh Parjatan Corporation

Mahbub Jamil

## Tourism Industry of Bangladesh, Present Context

At the present era of economic globalization, the basic tenet is sustainable development along with product diversification. Tourism is such a multidimensional and ever-expanding industry. In recent years, tourism has emerged as one of the largest and fastest growing commercial activities across the globe. In the last fifty years, tourism has come out as a force having economic, social and cultural impact across the globe. Since 1950, when international travel started to become accessible to the general public, tourist activity has risen each year at an average rate of approximate 7 per cent from 25 million to 691 million in 2003. There have been 903 million international tourist arrivals in 2007 worldwide, which is 6.6% up from 846 million in 2006 despite economic recession across the globe. Earnings from the tourism sector were 856 billion US dollar in the same year.

Tourism is a great contributor to job creation and income generation. A survey revealed one out of every eleven employees is involved in tourism industry. Tourism is now not merely an industry but also work towards creating harmony among the nations and civilizations. A planned and controlled tourism can contribute to preservation and conservation of culture, heritage and nature. As tourism is a great contributor to community development, economic growth, nature and culture preservation, this industry requires more attention for its sustainable growth.

The economic globalization of the world has boosted up the tourism trade and created an opportunity for the developing countries to develop this sector in order to reap benefit out of this ever-growing industry. Bangladesh is also working towards this goal. Tourism has been declared as an industry and put it in the list of thrust sector in the Industrial Policy of 2005. The government has also framed a National Tourism Policy in 1992. As per the present needs, up-gradation of this policy is under active consideration of the government. To make a comprehensive growth of the tourism industry in the country and encourage the private sector investment in this sector, the government has taken initiative to enact a tourism law.

Tourism industry of Bangladesh is yet in the taking-off stage compared to other tourism developed countries of the world. The existing infrastructural facilities of Bangladesh require further development. To attract more foreign tourists in the country, we have to develop tourism in a comprehensive manner. In order for making Bangladesh as a tourist destination in the international arena, there is no alternative to make public and private investment including the foreign investment in the tourism sector of Bangladesh. In this regard, we must build up a positive image abroad. The present government has taken various initiatives in this regard.

A competition for nomination of seven natural wonders is on under the auspices of a Switzerland based international organization named New 7 Wonders Foundation. Under the active directives and patronization of the present government and unwavering support from the Bangladesh's people of all walks of life help the two spectacular natural wonders of Bangladesh the world's longest sea beach - Cox's Bazar and the world's single largest mangrove forest - the Sundarbans are currently at top in the competition list of seven natural wonders. We expect that having ranked Cox's Bazar and the Sundarbans atop will reflect a positive image abroad and pave the way for foreign investment flow in this sector. Bangladesh Parjatan Corporation has been putting an unflagging effort to retain these two natural assets of Bangladesh atop in the competition list.

Bangladesh Parjatan Corporation (BPC), the National Tourism Organization (NTO), was established in November 1972 by the Presidential Order no-143 and commenced its function since 1973. As a National Tourism Organization (NTO), the foremost objectives of the corporation are to promote tourism in Bangladesh, to build up positive image of the country abroad, to elevate infrastructure at tourism sites, to develop skilled human resources for the industry, to provide services to tourists and to flourish tourist resources that exist in Bangladesh, vis-a-vis contribute to the growth of the national GDP. The organization out of its commitment is striving hard to create more infrastructural facilities to cater to the demand of increasing tourist arrivals. Pursuant to this, Bangladesh Parjatan Corporation is contemplating to establish more tourism infrastructure and facilities in near future.

BPC is committed to extend unflinching cooperation to the private sector for the promotion of tourism industry in Bangladesh. To encourage the private entrepreneurs in the tourism sector, BPC has so far leased out its 18 commercial units/outlets to private management during the last several years. Privatization of the rest commercial units is under process through a transparent manner.

Bangladesh Parjatan Corporation has also been demonstrating much effort to develop skilled human resources for the tourism industry of the country. In order to develop hospitality human resources, the National Hotel & Tourism Training Institute (NHTTI) run by Bangladesh Parjatan Corporation was established in 1974. The institute regularly conducts training on various disciplines of tourism and hospitality trade. So far, NHTTI imparted training to 28 thousand students. A good number of these trained people have received employment in five-star hotels and other tourism related organizations at home and abroad and they are contributing to make the country prosperous.

### Context of the World Tourism Day Theme

This year the theme of World Tourism Day designated by the UNWTO - 'Tourism Responding to the Challenge of Climate Change' is a significant issue in the present context. Global warming and climate change is widely a much-talked issue across the globe. The tourism theme of this year is also relevant to the agenda seven of achieving the Millennium Development Goal.

Many tourism resources in Bangladesh are situated in coastal areas which are more susceptible to environmental pollution and sea-level rising. Among others, the major tourism attractions located along the sea are world's longest unbroken sea-beach - Cox's Bazar, world's single largest mangrove forest - the Sundarbans, a world heritage site, some off-shore islands like the Saint Martin - a coral island, Sonadia dweep, Kuakata sea beach, etc. For employment generation and poverty reduction, we should protect the tourism products through mitigating the climate change.

### Recent Activities for the Promotion of Tourism Industry

**Photography Exhibition:** A 2-day long photography competition and exhibition was successfully organized by Bangladesh Parjatan Corporation on 4-5 July 2008 to project Bangladesh through photographs. In the exhibition, photographs were invited on a total of 17 themes. Through the selection of the best photographs of this exhibition and utilising those in different tourism publications like booklets, posters, handbooks, folder-kits, tourism calendars, etc. will help develop tourism industry in the country and build up Bangladesh's image abroad.

**Participation in the Road Show:** Bangladesh Parjatan Corporation actively participated in the recently held Road Show titled 'Esho Bangladesh Gori' covering whole Bangladesh, which was organized by some important ministries and departments of Bangladesh government to create awareness among the people. During the Road Show, BPC disseminated tourism information and distributed various leaflets and magazines to people as well as made a country-wide campaign urging people to cast votes for Cox's Bazar and the Sundarbans to retain their top ranks in the Seven Natural Wonders competition. BPC's participation in the road show created awareness and eagerness widely among the people. This is to be mentioned here that, at the conclusion of the Road Show, on 19 July 2008 at the China-Bangladesh Friendship Convention Centre the Hon'ble Chief Adviser awarded BPC in recognition of its outstanding contribution to the promotion of tourism industry of the country through participating in the Road show. This award reflects the special attention and importance of the present government to the promotion and development of the tourism industry.

Onset of a great success is embedded in dream. Bangladesh is a land of enormous tourism potentials. Bangladesh is now dreaming to bring about a positive change of its present condition through extensive development and promotion of tourism industry. To translate the dream of a new era, present caretaker government has set appropriate plans and is committed to implement those soon. This is our firm conviction that the tourism industry of Bangladesh will move ahead fast and go a long way through a strong public and private partnership.



### Courtesy Message

It is our pleasure to be associated with Bangladesh Parjatan Corporation to observe World Tourism Day 2008.

Tourism in Bangladesh has immense potential. We have the longest unbroken sea beach in the world: Cox's Bazar, the largest mangrove forest: the Sundarbans with its majestic Royal Bengal tiger, serenity of tea gardens in Sylhet, historic architectural sites and abundant scenic beauty. With proper investment and long term vision, tourism can become one of the highest sources of foreign currency earnings in Bangladesh. Nomination of Cox's Bazar and Sundarbans in new7wonders Nature Campaign and their current position in the top of the list are indicating towards a brighter future of tourism in Bangladesh. With a view to realize the full potential that tourism has to offer, Bangladesh Parjatan Corporation in collaboration with the private sector is taking progressive steps to develop the industry as a whole.

Banglalink as the proud partner of Bangladesh Parjatan Corporation would try to provide every support possible for the development of the industry.



Shafique Alam Mehdi  
Chairman  
Bangladesh Parjatan Corporation



Rashid Khan  
CEO  
banglalink

Rashid Khan

بِسْمِ اللّٰهِ الرَّحْمٰنِ الرَّحِیْمِ



**Chief Adviser**

Government of the People's  
Republic of Bangladesh

12 Ashwin 1415  
27 September 2008



### Message

I am happy to learn that the World Tourism Day is being observed in the country as elsewhere in the world.

This year's theme: 'Tourism Responding to the Challenge of Climate Change' is very appropriate and timely as climate change poses a great threat to the existence of our mother planet. Unlimited and non-eco-friendly tourism developments greatly contribute to the climate change. We have to boost the tourism industry in a sustainable manner.

Bangladesh is gifted with bounty of nature and abundance of beauty. These natural resources can contribute immensely to the promotion of tourism industry of the country.

Though Bangladesh is new as a tourist destination, it has already made a berth in the world tourism map with its unique characteristics. Cox's Bazar and the Sundarbans are in the top positions in the run up to the seven natural wonders of the world. I would like to call upon all to keep voting for them through internet until December 2009 to retain these positions.

I wish all success of the World Tourism Day.

Fakhruddin Ahmed



**Syed Mohammad Zobaer**

Secretary  
Ministry of Civil Aviation and Tourism  
Government of the People's Republic of Bangladesh



### Message

World Tourism Day is commemorated on 27 September each year and coincides with the anniversary of the adoption of the United Nations World Tourism Organization (UNWTO) Statutes on 27 September 1970 and was designated as World Tourism Day by the UN General Assembly. Accordingly, UNWTO has been observing the day with due enthusiasm and much fervour. Bangladesh through observance of the world tourism day puts its effort to make the people aware about tourism attractions and know the prospects of tourism industry.

The theme of the World Tourism Day this year is very pertinent to the sustainable development and nature conservation for our posterity. Sustainable development of tourism in the form of eco-tourism in Bangladesh can help preservation and conservation of its culture, heritage and nature.

Also, the focus on climate change and a broader development agenda this year coincides with UNWTO's active support of the UN Millennium Development Goals (MDGs). The 2008 theme ranks high on the UN System Agenda and coincides with the 7th MDG-Ensure environmental sustainability and the proclamation of 2008 as the International Year of Planet Earth which will extend to 2009.

Although the tourism industry of Bangladesh contributes less, the tourism attractions have to bear the consequences of global warming. In this regard, Bangladesh is always aware of the situation and raises its voice in the international forum. For the sake of the tourism industry and to ensure jobs for thousands of people of the country, we have to develop tourism in a very planned and eco-friendly way.

I wish the celebration of the World Tourism Day all success and sincerely hope that it creates a great impact on the society.

Syed Mohammad Zobaer



Bangladesh Parjatan Corporation  
NATIONAL TOURISM ORGANIZATION



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