بِسْمِ اللّٰهِ الرَّحْمٰنِ الرَّحِيْمِ

PRESIDENT
PEOPLE'S REPUBLIC OF BANGLADESH
BANGABHABAN, DHAKA

12 Ashwin 1433
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Message

I am pleased to learn that the Ministry of Civil Aviation and Tourism is observing 'World Tourism Day 2026' in Bangladesh, as elsewhere across the globe.

Bangladesh, blessed with abundant natural beauty, holds immense potential in the tourism sector. The long sandy beach of Cox's Bazar, the vast mangrove forest of the Sundarbans, the tea gardens of Sylhet, Saint Martin's Island, Nilgiri and Nilachal in Bandarban, Sajek Valley and Kaptai Lake in Rangamati, the waterfalls of Jaflong, the historic Sixty Dome Mosque in Bagerhat, the vast expanses of haors, verdant hills, Buddhist monasteries, countless rivers, green crop fields and the captivating beauty of six distinct seasons—together with the warmth and hospitality of our people and our rich culture and heritage—make Bangladesh a unique destination for travellers. The tourism sector also serves as a powerful catalyst for country's economic and infrastructural development, employment generation and poverty alleviation.

As the world continues to advance through new innovations and technological developments, the tourism sector is also undergoing continuous transformation. Digital technologies and Artificial Intelligence are reshaping the structure, management and delivery of tourism services globally, influencing everything from travel planning and access to information to transportation and accommodation. Against this backdrop, I consider this year's theme, 'Digital Agenda and Artificial Intelligence to Redesign Tourism' as timely and significant.

The present Government is committed to advancing the tourism sector in a long-term, sustainable and well-planned manner. To this end, work is underway to formulate an integrated 'National Tourism Master Plan', encompassing 1,498 tourist attractions across the country. Initiatives have also been taken to develop tourism facilities in each district based on its tourism potential, local heritage and culture. Alongside updating the National Tourism Policy and establishing a modern tourism training institute, plans are being undertaken to promote eco-tourism and community-based tourism. The Government's ongoing initiatives for the advancement of the information technology sector will further accelerate the digital transformation of tourism. Online booking, digital payment systems and Artificial Intelligence-based information services will make Bangladesh's tourist destinations more accessible, secure and attractive.

I call upon all stakeholders in the public and private sectors to work together to make effective use of technology and Artificial Intelligence to modernise the tourism industry and establish Bangladesh as one of the world's most attractive tourist destinations. Let our collective commitment be to advance the digital and sustainable transformation of our tourism industry while preserving ecological balance and cultural heritage.

I wish all programmes undertaken to mark 'World Tourism Day 2026' a grand success.

Mirza Fakhrul Islam Alamgir